



# Obed Wild and Scenic River Visitor Study

*Fall 2012*

Natural Resource Report NPS/NRSS/EQD/NRR—2013/680



**ON THE COVER**

Clear Creek

Photograph courtesy of Obed Wild and Scenic River

---

# **Obed Wild and Scenic River Visitor Study**

*Fall 2012*

Natural Resource Report NPS/NRSS/EQD/NRR—2013/680

Ally Begly, Marc F. Manni, Douglas Eury, Yen Le

Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
875 Perimeter Drive MS 1139  
Moscow, ID 83844-1139

July 2013

U.S. Department of the Interior  
National Park Service  
Natural Resource Stewardship and Science  
Fort Collins, Colorado

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available from the Social Science Division (<http://www.nature.nps.gov/socialscience/index.cfm>) and the Natural Resource Publications Management website (<http://www.nature.nps.gov/publications/nrpm/>). To receive this report in a format optimized for screen readers, please email [irma@nps.gov](mailto:irma@nps.gov).

This report and other reports by the Visitor Services Project (VSP) are available from the VSP website (<http://www.psu.uidaho.edu/c5/vsp/vsp-reports/>) or by contacting the VSP office at (208) 885-2585.

Please cite this publication as:

Begly, A., M. F. Manni, D. Eury, Y. Le. 2013. Obed Wild and Scenic River visitor study: Fall 2012. Natural Resource Report NPS/NRSS/EQD/NRR—2013/680. National Park Service, Fort Collins, Colorado.

## Contents

	<b>Page</b>
Executive Summary .....	v
Acknowledgements.....	vii
About the Authors.....	vii
Introduction.....	1
Organization of the Report .....	1
Presentation of the Results.....	2
Methods.....	3
Survey Design and Procedures .....	3
Sample size and sampling plan .....	3
Questionnaire design.....	3
Survey procedure .....	4
Data analysis .....	4
Limitations .....	5
Special conditions .....	5
Checking non-response bias .....	6
Results.....	7
Group and Visitor Characteristics .....	7
Visitor group size.....	7
Visitor group type .....	7
Visitors with organized groups .....	8
United States visitors by state of residence.....	10
Visitors from Tennessee and adjacent states by county of residence .....	11
Residents of the area .....	11
International visitors by country of residence.....	12
Year of first visit to the Obed WSR.....	13
Number of times visited the Obed WSR up to date.....	13
Visitor age.....	14
Respondent gender.....	15
Visitors of Hispanic or Latino ethnicity.....	15
Visitor race.....	16
Trip/Visit Characteristics and Preferences .....	17
Information sources prior to visit.....	17
Information sources for future visit .....	19
Primary reason for visiting the park area .....	20
Park as destination .....	20
Reasons why Obed WSR was chosen as destination.....	21
Availability of support services .....	23
Number of vehicles .....	24
Overnight stays .....	25
Accommodations used inside the park .....	26
Accommodations used in the area outside the park.....	26
Length of stay in the park .....	27
Local attractions visited .....	28
Sites visited in the park .....	29

## Contents (continued)

	<b>Page</b>
Activities on this visit .....	30
Rock climbing .....	31
Activities on future visits .....	32
Ratings of Services, Facilities, Attributes, Resources, and Elements .....	33
Services and facilities used .....	33
Importance ratings of services and facilities .....	34
Quality ratings of services and facilities .....	36
Mean scores of importance and quality ratings of services and facilities .....	38
Importance of protecting park resources and attributes .....	39
Expenditures .....	41
Total expenditures inside and outside the park .....	41
Number of adults covered by expenditures .....	42
Number of children covered by expenditures .....	42
Expenditures inside the park .....	43
Expenditures outside the park .....	46
Preferences for Future Visits .....	51
Ranger-led programs for future visit .....	51
Preferred length of ranger-led programs .....	51
Preferred methods to learn about the park .....	53
Items available for purchase at the visitor center bookstore on a future visit .....	54
Overall Quality .....	56
Visitor Comment Summaries .....	57
Planning for the future .....	57
Additional comments .....	59
Visitor Comments .....	59
Appendix 1: The Questionnaire .....	66
Appendix 2: Decision Rules for Checking Non-response Bias .....	68
References .....	69

## Executive Summary

This visitor study report profiles a systematic random sample of Obed Wild and Scenic River (WSR) visitors during September 11 – October 4, 2012. A total of 334 questionnaires were distributed to visitor groups. Of those, 177 questionnaires were returned, resulting in a 53.0% response rate.

<b>Group size and type</b>	Forty-two percent of visitor groups consisted of two people and 31% consisted of three or four people. Thirty-nine percent of visitor groups consisted of friends and 30% consisted of family groups.
<b>State of residence and residents of the area</b>	United States visitors were from 16 states and comprised 99% of total visitation during the survey period, with 81% from Tennessee. Forty-seven percent of visitor groups were residents of the area (within 50 miles of the park).
<b>Frequency of visits</b>	Eighty-one percent of visitors first visited the park in 2001-2012 and 12% first visited in 1981-2000. Forty-one percent of visitors visited the park six or more times in their lifetime and for 30% this was their first visit.
<b>Age, gender, ethnicity, and race</b>	Forty-one percent of visitors were ages 21-35 years, 19% were 51-65 years old, and 8% were ages 15 years or younger. Sixty percent of respondents were male. One percent of visitors were Hispanic or Latino. Ninety-three percent of visitors were White and 3% were Asian.
<b>Information sources</b>	Most visitor groups (83%) obtained information about the park prior to their visit through friends/relatives/word of mouth (66%), previous visits (47%), and maps/brochures (30%). Most visitor groups (92%) received the information they needed. Fifty-four percent of visitor groups prefer to use the park website to obtain information for a future visit, while 41% prefer maps/brochures and 40% friends/relatives/word of mouth.
<b>Park as destination</b>	During the on-site interview, 76% of visitor groups said the park was their primary destination, for 12% the park was one of several destinations, and for 12% the park was not a planned destination.
<b>Primary reason for visiting the area and the park</b>	The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (58%) and visit friends/relatives in the area (9%). Fifty-five percent of visitor groups chose to visit the park because of the scenery and 47% visited because of climbing opportunities.
<b>Services or products needed in the park or in the area</b>	Most visitor groups (96%) found the support services or products they needed either inside the park or in the area; 4% did not.
<b>Transportation</b>	Seventy-six percent of visitor groups used one vehicle to arrive at the park, while 17% used two vehicles.
<b>Overnight stays</b>	Twenty-seven percent of visitor groups stayed overnight in the area within 50 miles of the park.
<b>Length of visit</b>	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.4 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 3.7 days. The average length of stay for all visitor groups was 21.9 hours, or .9 days.

## Executive Summary (continued)

<b>Local attractions visited</b>	Twenty-nine percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 51% visited Frozen Head State Park, 32% visited Catoosa Wildlife Management Area, and 26% visited Big South Fork National River and Recreation Area.
<b>Sites visited</b>	The most common places visited in the park were Lilly Bridge (66%), Lilly Bluff Overlook (56%), and NPS visitor center (32%).
<b>Activities on visit</b>	The most common activity was hiking/walking (61%). Forty-seven of visitor groups participated in rock climbing activities, of which 83% were sport climbing and 25% were bouldering. The most common sites at which visitor groups rock climbed were Lilly Bluff (58%), South Clear Creek (43%), and Lilly Boulder Field (24%).
<b>Activities on future visits</b>	The most common activities in which visitor groups would prefer to participate on future visits were hiking/walking (75%), stopping at scenic overlooks (59%), swimming (57%) and camping (57%).
<b>Services and facilities</b>	The services and facilities most often used by visitor groups were the trails (73%), toilet facilities (60%), and assistance from park staff (45%).
<b>Protecting park resources and attributes</b>	The highest combined proportions of “extremely important” and “very important” ratings of protecting park, resources and attributes included clean water (97%), clean air (93%), natural features (92%), and scenic views (90%).
<b>Expenditures</b>	The average visitor group expenditure (inside and outside the park within 50 miles of the park) was \$97. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$25. The average total expenditure per person (per capita) was \$52.
<b>Ranger-led programs on a future visit</b>	Thirty-two percent of visitor groups were interested in attending ranger-led programs on a future visit. Of those visitor groups interested in ranger-led programs, the most preferred length of program included ½ to 1 hour (43%) and 1 to 2 hours (27%).
<b>Methods of learning about the park</b>	Ninety-four percent of visitor groups were interested in learning about the park, most often through the following methods: self-guided with printed materials (62%), park website (44%), ranger-led programs (40%), and outdoor exhibits (39%).
<b>Items available for purchase at the books store</b>	Forty-two percent of visitor groups were interested in having items available for purchase at the visitor center bookstore. The most common items were additional publications (54%), souvenir items (49%), and convenience items (45%).
<b>Overall quality</b>	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Obed WSR as “very good” or “good.” One percent of visitor groups rated the overall quality as “very poor” and no group rated the overall quality as “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.



## **Acknowledgements**

We thank Ally Begly and Marc Manni for compiling the report, Dr. Douglas Eury for overseeing the fieldwork, Obed Wild and Scenic River staff and volunteers for assisting with the survey, and Matthew Strawn for data processing.

## **About the Authors**

Ally Begly is a research assistant for the Visitor Services Project. Marc Manni is the Research Team Supervisor for the Visitor Services Project. Douglas Eury, Ph.D., is a park planning and management consultant. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.



## Introduction

This report describes the results of a visitor study at Obed WSR in Wartburg, TN, conducted September 11 – October 4, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Obed WSR, “The Obed Wild and Scenic River looks much the same today as it did when the first white settlers strolled its banks in the late 1700s. While meagerly populated due to poor farming soil, the river was a hospitable fishing and hunting area for trappers and pioneers. Today, the Obed stretches along the Cumberland Plateau and offers visitors a variety of outdoor recreational opportunities.” ([www.nps.gov/obed](http://www.nps.gov/obed), retrieved May 2013).

## Organization of the Report

This report is organized into three sections.

### Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

### Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

### Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

## Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

### Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

\* appears when the total percentages do not equal 100 due to rounding.

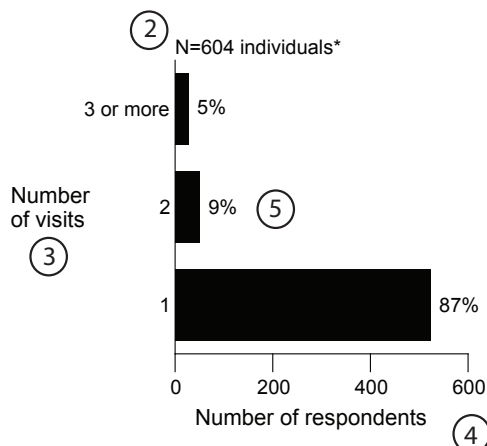
\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

### Example 1



① **Figure 14.** Number of visits to the park in past 12 months

## Methods

### Survey Design and Procedures

#### *Sample size and sampling plan*

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at four sites during September 11 – October 4, 2012. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. Table 1 shows the four locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 341 visitor groups were contacted and 334 of these groups (97.7%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) Questionnaires were completed and returned by 177 respondents, resulting in a 53.0% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned* % of total
	N	%	N	% by site	
Doc Howard Climbing Area	30	9	13	43	7
Lilly Bridge	183	55	90	49	51
Nemo Bridge	30	9	13	43	7
Visitor Center	91	27	61	67	34
Total	334	100	177		99

\* total percentages do not equal 100 due to rounding

#### *Questionnaire design*

The Obed WSR questionnaire was developed at a workshop and through conference calls held with park staff and community members to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Obed WSR. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Obed WSR questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

## ***Survey procedure***

---

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in two rounds of replacement mailings. The round one mailing dates are for the survey period of September 11-17, 2012, and the round two mailing dates are for the survey period of September 18 – October 4, 2012.

Table 2. Follow-up mailing distribution

<b>Round 1</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
Postcards	October 2, 2012	190	0	190
1 <sup>st</sup> replacement	October 17, 2012	113	0	113
2 <sup>nd</sup> replacement	November 6, 2012	87	0	87
<b>Round 2</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
Postcards	October 19, 2012	136	3	136
1 <sup>st</sup> replacement	November 2, 2012	78	1	78
2 <sup>nd</sup> replacement	November 21, 2012	76	0	76

## ***Data analysis***

---

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

## ***Limitations***

---

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of September 11 – October 4, 2012. The results present a ‘snapshot in time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word “**CAUTION!**” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

## ***Special conditions***

---

The weather during the survey period ranged from cloudy and rainy to sunny and warm with lows in the 60's and highs in upper 70's F.

No major special events occurred in the area that would have affected the type and amount of visitation to the park.

### ***Checking nonresponse bias***

Five variables were used to check nonresponse bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and nonrespondents were significantly different from each other in terms of age, group size, and group type (see Tables 3 - 6). The results indicated that there is a potential nonresponse bias. Respondents at younger age range (35 years old or less and visitors traveled alone maybe underrepresented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and nonrespondents by average age and group size

<b>Variable</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value (t-test)</b>
Age (years)	43.95 (N=176)	35.13 (N=157)	<0.001
Group size	2.93 (N=177)	2.37 (N=151)	0.013

Table 4. Comparison of respondents and nonrespondents by group type

<b>Group type</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value (chi-square)</b>
Alone	28 (16%)	34 (22%)	0.001
Family	53 (30%)	46 (29%)	
Friends	68 (39%)	73 (47%)	
Family and friends	27 (15%)	4 (3%)	

Table 5. Comparison of respondents and nonrespondents by primary destination

<b>Destination</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value (chi-square)</b>
Park as primary destination	135 (77%)	114 (76%)	0.052
Park as one of several destinations	25 (14%)	13 (9%)	
Unplanned visit	15 (9%)	24 (16%)	

Table 6\*. Comparison of respondents and nonrespondents by distance from home to park

<b>Distance</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value (chi-square)</b>
Within 500 miles	121 (70%)	113 (74%)	0.238
51-100 miles	12 (7%)	13 (9%)	
101-200 miles	21 (12%)	18 (12%)	
201 miles or more	20 (12%)	8 (5%)	

\* Note: Three respondents were international visitors.



## Results

### Group and Visitor Characteristics

#### Visitor group size

##### Question 21b

On this visit, how many people were in your personal group, including yourself?

##### Results

- 42% of visitor groups consisted of two people (see Figure 1).
- 31% were in groups of three or four.

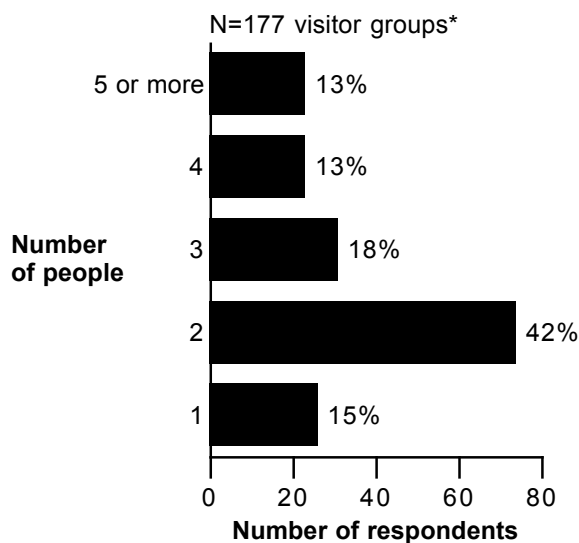


Figure 1. Visitor group size

#### Visitor group type

##### Question 21a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

##### Results

- 39% of visitor groups consisted of friends (see Figure 2).
- 30% consisted of family groups.

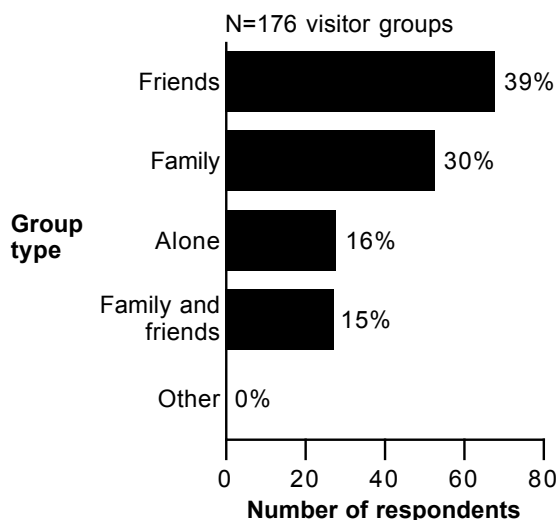


Figure 2. Visitor group type

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with organized groups

### Question 20a

On this visit, was your personal group with a climbing club/organization?

#### Results

- 4% of visitor groups were with a climbing club/organization (see Figure 3).

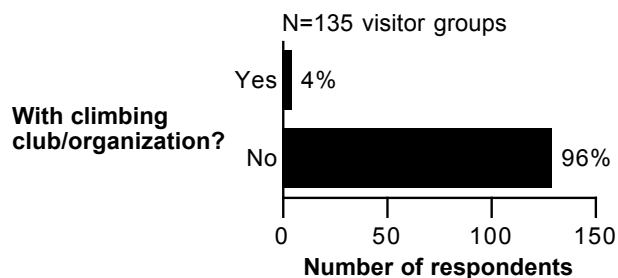


Figure 3. Visitors with a climbing club/organization

### Question 20b

On this visit, was your personal group with a guided rafting/canoeing/kayaking group?

#### Results

- 2% of visitor groups were with a guided rafting/canoeing/kayaking group (see Figure 4).

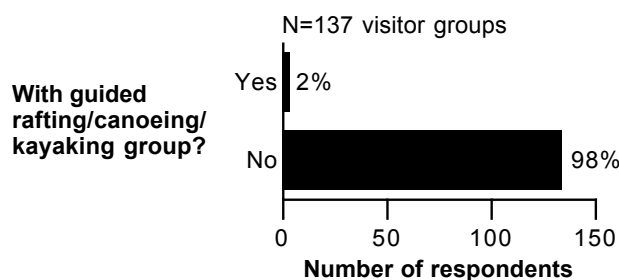


Figure 4. Visitors with a guided rafting/canoeing/kayaking group

### Question 20c

On this visit, was your personal group with a school/educational group?

#### Results

- 1% of visitor groups were with a school/educational group (see Figure 5).

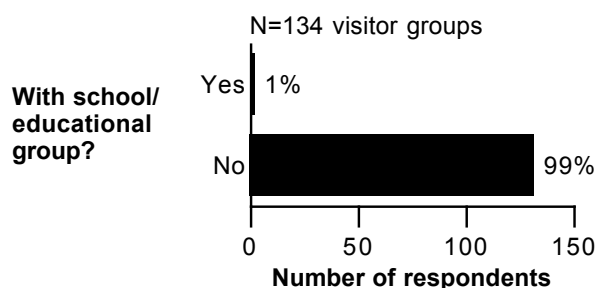


Figure 5. Visitors with a school/educational group

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 20d**

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

**Results**

- 5% of visitor groups were with an “other” organized group (see Figure 6).

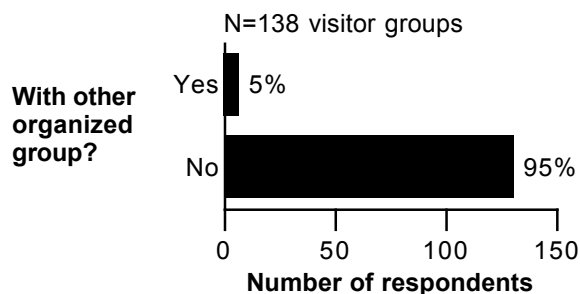


Figure 6. Visitors with an “other” organized group

**Question 20e**

If you were with one of these organized groups, how many people, including yourself, were in this group?

**Results – Interpret with CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

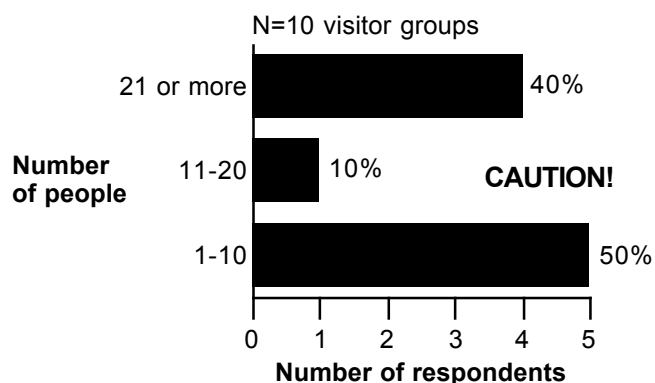


Figure 7. Organized group size

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**United States visitors by state of residence****Question 23b**

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 16 states and comprised 99% of total visitation to the park during the survey period.
- 81% of U.S. visitors came from Tennessee (see Table 7 and Figure 8).
- 4% came from North Carolina and 3% were from Florida.
- Smaller proportions came from 13 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=372 individuals*	Percent of total visitors N=376 individuals
Tennessee	303	81	81
North Carolina	15	4	4
Florida	10	3	3
Alabama	8	2	2
Kentucky	8	2	2
South Carolina	5	1	1
Illinois	4	1	1
Indiana	4	1	1
Wisconsin	4	1	1
Georgia	3	1	1
California	2	1	1
Maryland	2	1	1
Arkansas	1	<1	<1
Ohio	1	<1	<1
Texas	1	<1	<1
Virginia	1	<1	<1

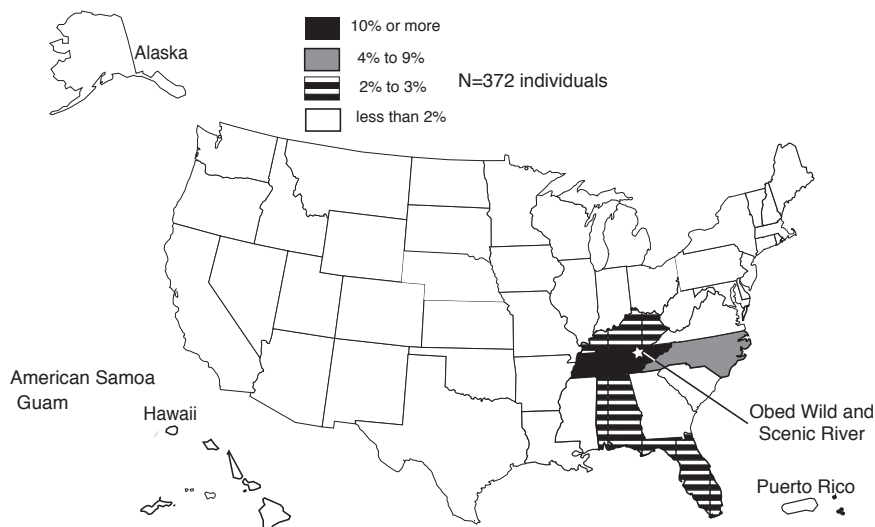


Figure 8. United States visitors by state of residence

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Visitors from Tennessee and adjacent states by county of residence***

Note: Response was limited to seven members from each visitor group.

Table 8. Visitors from Tennessee and adjacent states by county of residence

#### **Results**

- Visitors from Tennessee and adjacent states were from 41 counties and comprised 92% of the total U.S. visitation to the park during the survey period.
- 26% came from Knox County, TN (see Table 8).
- 22% came from Morgan County, TN.
- Small proportions of visitors came from 39 other counties in Tennessee and adjacent states.

<b>County, State</b>	<b>Number of visitors N=342 individuals</b>	<b>Percent*</b>
Knox, TN	90	26
Morgan, TN	76	22
Anderson, TN	20	6
Davidson, TN	19	6
Cumberland, TN	16	5
Roane, TN	15	4
Hamilton, TN	14	4
Blount, TN	11	3
Campbell, TN	10	3
Fentress, TN	8	2
Putnam, TN	7	2
30 other counties	56	16

### ***Residents of the area***

#### **Question 3a**

Was every member in your personal group a resident (year round or part time) of the Obed WSR area (within 50 miles of the park)?

#### **Results**

- For 47% of visitor groups, all members were area residents (see Figure 9).

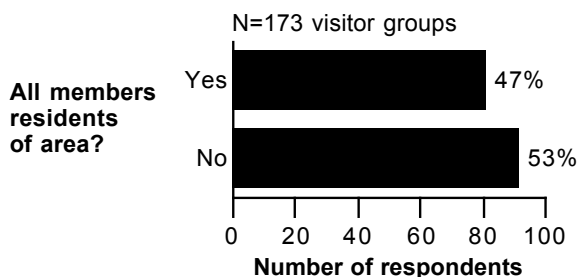


Figure 9. Visitor groups that were comprised of area residents only

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***International visitors by country of residence*****Question 23b**

For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

**Results – Interpret with CAUTION!**

- Not enough visitor groups responded to the question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION!**

<b>Country</b>	<b>Number of visitors</b>	<b>Percent of international visitors N=4 individuals*</b>	<b>Percent of total visitors N=376 individuals</b>
Canada	1	25	<1
Germany	1	25	<1
Singapore	1	25	<1
United Kingdom	1	25	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Year of first visit to the Obed WSR***

#### **Question 23c**

For your personal group on this visit, what year was your first visit to the Obed WSR?

Note: Response was limited to seven members from each visitor group.

#### **Results**

- 81% of visitors first visited in 2001-2012 (see Figure 10).
- 12% first visited in 1981-2000.

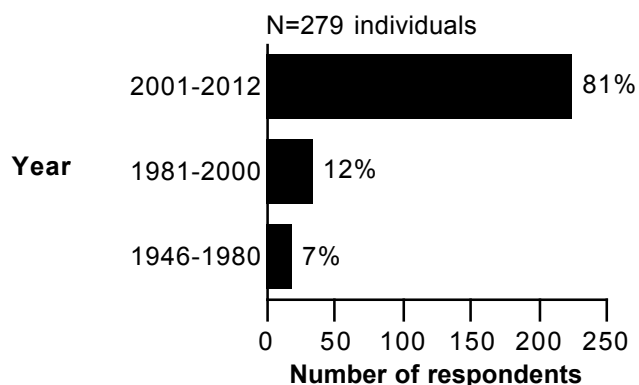


Figure 10. Year of first visit to the Obed WSR

### ***Number of times visited the Obed WSR up to date***

#### **Question 23d**

For your personal group on this visit, what is the number of times visited the Obed WSR up to date (including this visit)?

Note: Response was limited to seven members from each visitor group.

#### **Results**

- 41% of visitors visited the park six or more times (see Figure 11).
- 30% were visiting for the first time.
- 18% had visited two or three times.

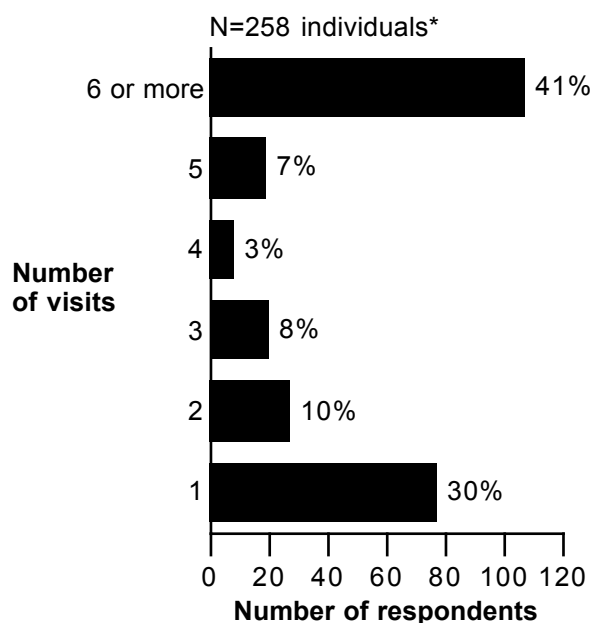


Figure 11. Number of visits to the Obed WSR up to date

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor age

### Question 23a

For your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

### Results

- Visitor ages ranged from 1 to 86 years.
- 41% of visitors were 21 to 35 years old (see Figure 12).
- 19% were 51-65 years old.
- 10% were 66 years or older.
- 8% were 15 years or younger.

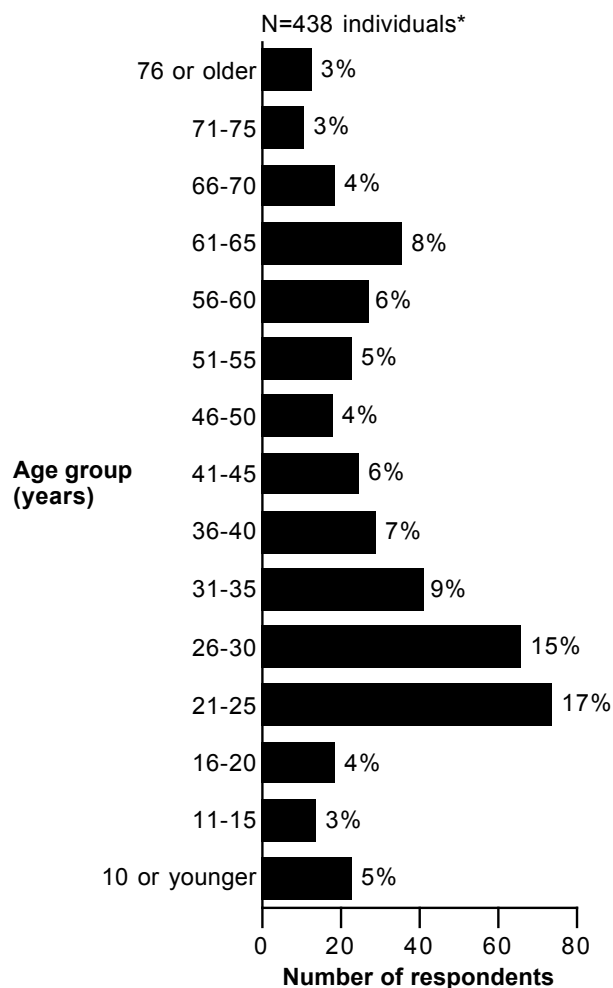


Figure 12. Visitor age

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



### ***Respondent gender***

#### **Question 24**

For you only, what is your gender?

#### **Results**

- 60% of respondents were male (see Figure 13).

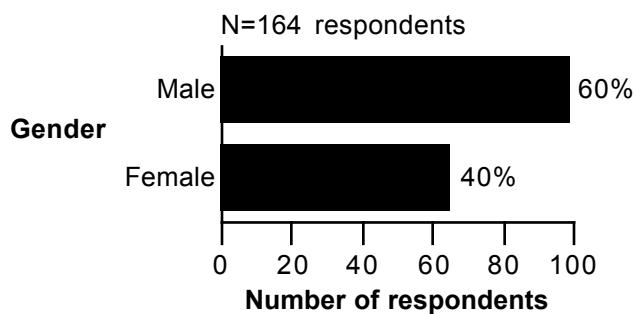


Figure 13. Respondent gender

### ***Visitors of Hispanic or Latino ethnicity***

#### **Question 22a**

Are members of your personal group  
Hispanic or Latino?

Note: Response was limited to seven  
members from each visitor group.

#### **Results**

- 1% of visitors were Hispanic or Latino (see Figure 14).

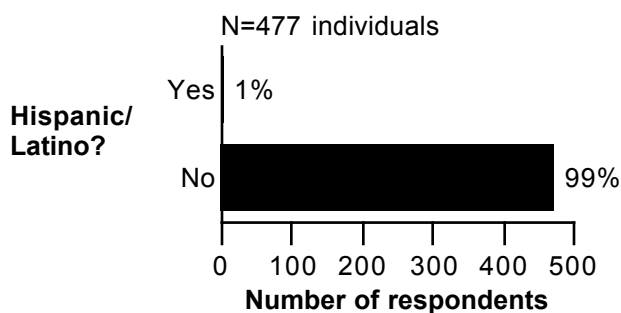


Figure 14. Visitors of Hispanic or Latino ethnicity

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor race

### Question 22b

What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

### Results

- 93% of visitors were White (see Figure 15).
- 3% were Asian.

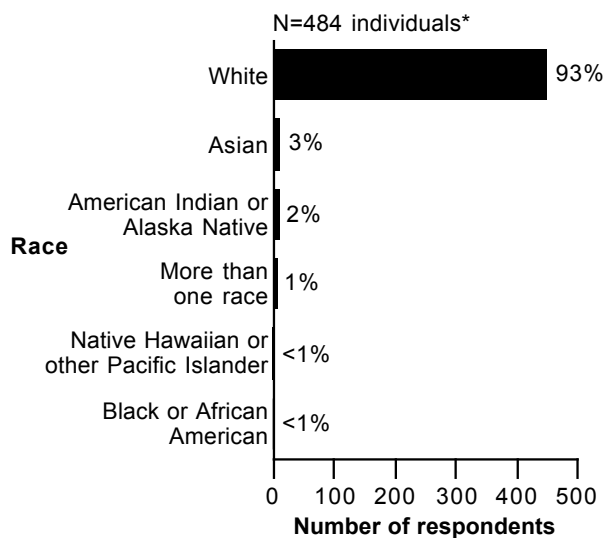


Figure 15. Visitor race

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Trip/Visit Characteristics and Preferences

### Information sources prior to visit

#### Question 1a

Prior to this visit, how did your personal group obtain information about Obed WSR?

#### Results

- 83% of visitor groups obtained information about Obed WSR prior to their visit (see Figure 16).
- As shown in Figure 17, among those visitor groups that obtained information about Obed WSR prior to their visit, the most common sources used were:

66% Friends/relatives/word of mouth  
47% Previous visits  
30% Maps/brochures

- Other websites (9%) used to obtain information prior to visit were:

Climbing sites  
Dead Point Magazine (DPM) climbing  
NPS  
NPS stamp cancellation  
Outdoor sites  
www.maps.google.com  
www.mountainproject.com  
www.rockclimbing.com

- “Other” sources (6%) were:

Book on national parks  
GPS software  
Local resident  
Whitewater clubs  
Work

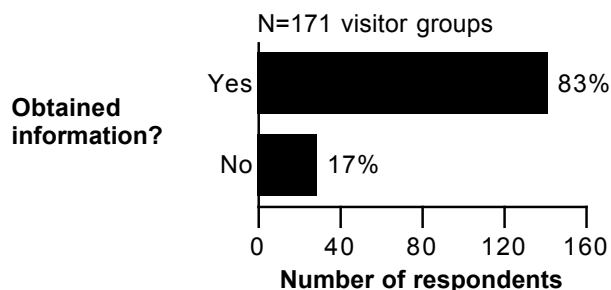


Figure 16. Visitor groups that obtained information prior to visit

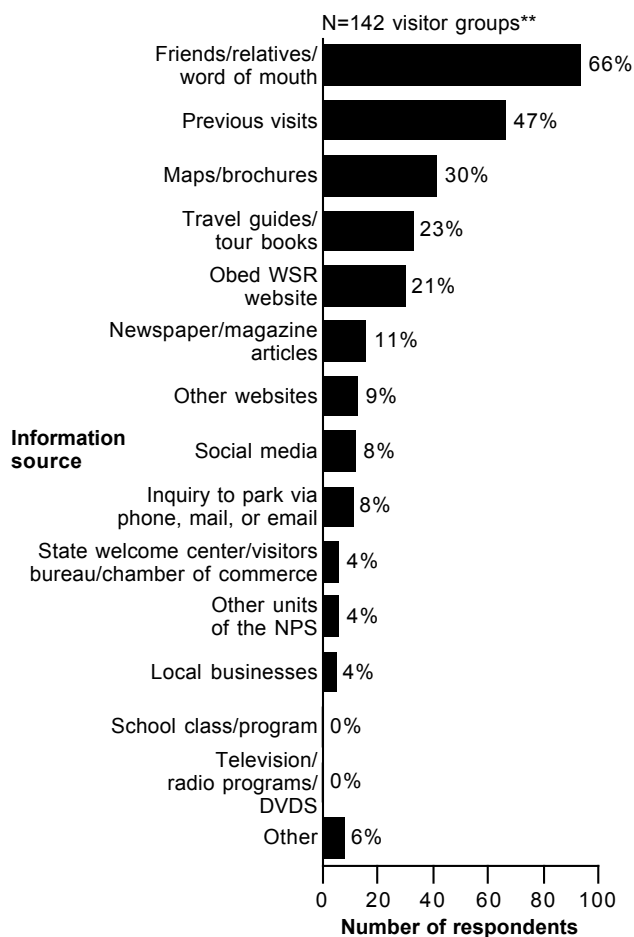


Figure 17. Sources of information used by visitor groups prior to visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 1c**

From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

**Results**

- 92% of visitor groups received needed information prior to their visit (see Figure 18).

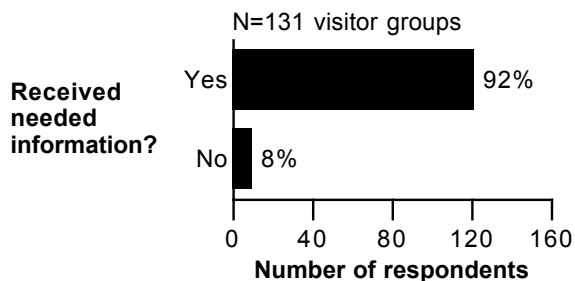


Figure 18. Visitor groups that received needed information prior to their visit

**Question 1d**

If NO, what type of park information did your personal group need that was not available? (Open-ended)

**Results – Interpret results with CAUTION!**

- 7 visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information that was not available (N=7 comments) – **CAUTION!**

Needed information	Number of times mentioned
Better maps	1
Brochure site map for climbing wasn't detailed enough	1
Detailed fishing information	1
Directions	1
Hiking trail maps	1
How to access river	1
Still do not know what there is - we just drive and stop	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Information sources for future visit

### Question 1b

If you were to visit Obed WSR in the future, how would your personal group prefer to obtain information about the park?

### Results

- As shown in Figure 19, visitor groups' most preferred sources of information for a future visit were:

54% Obed WSR website  
41% Maps/brochures  
40% Friends/relatives/word of mouth

- Other websites (10%) were:

Climbing sites  
Outdoor sites  
[www.mountainproject.com](http://www.mountainproject.com)  
[www.rockclimbing.com](http://www.rockclimbing.com)

- "Other" sources of information (6%) were:

Local resident  
Ranger visits to scout troops  
Visit visitor center  
Whitewater clubs

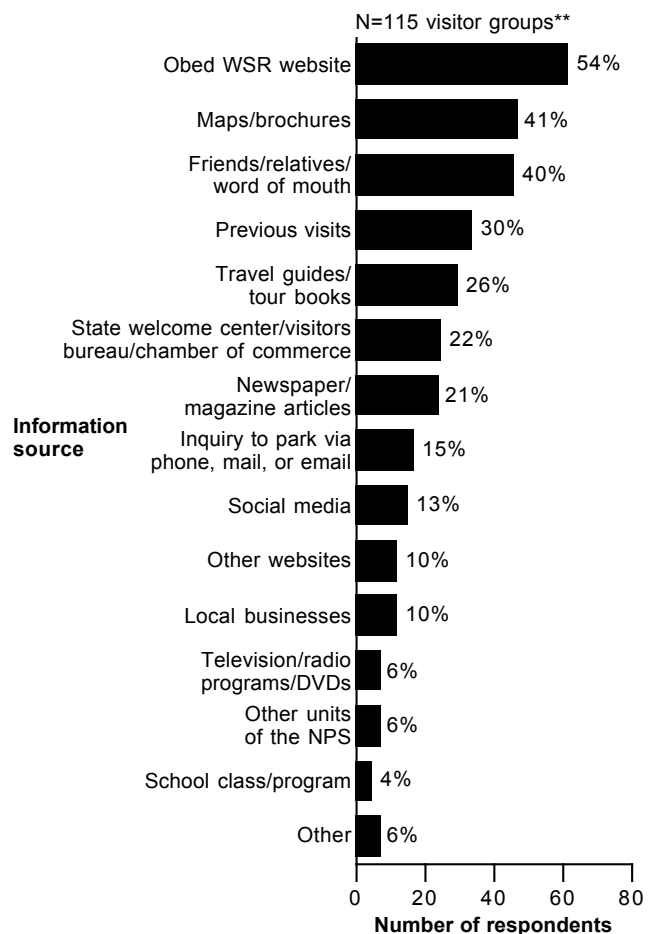


Figure 19. Sources of information to use for a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Primary reason for visiting the park area

### Question 3b

For the non-resident members in your personal group, what was the primary reason they came to the Obed WSR area (within 50 miles of the park) on this trip?

### Results

- For 58% of visitor groups, visiting Obed WSR was the primary reason non-resident group members visited the area (see Figure 20).
- 9% were visiting friends/relatives in the area.
- “Other” reasons (13%) were:
  - Climbing
  - Native American presentation
  - University of Tennessee game

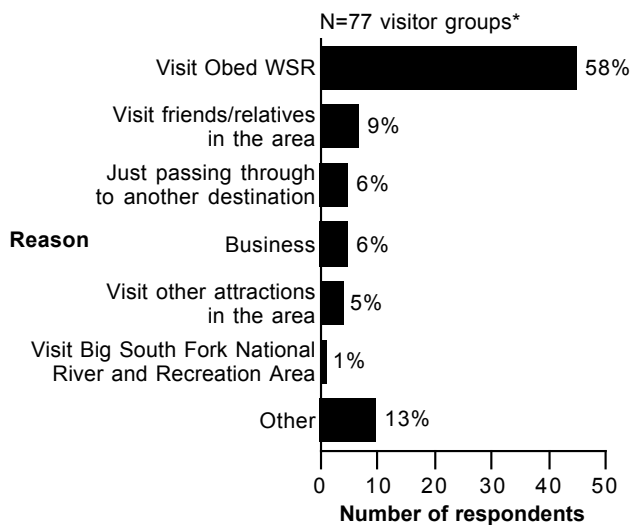


Figure 20. Primary reason non-resident members visited the area (within 50 miles of the park)

## Park as destination

### Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Obed WSR fit into your personal group’s travel plans?”

### Results

- 76% of visitor groups said Obed WSR was their primary destination (see Figure 21).
- 12% said the park was not a planned destination.
- 12% said the park was one of several destinations.

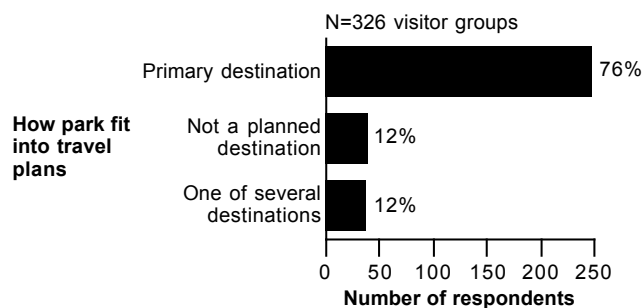


Figure 21. How visit to park fit into visitor groups' travel plans

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Reasons why Obed WSR was chosen as destination***

#### **Question 4**

For this visit, what were the reasons that your personal group chose to visit Obed WSR rather than other destinations?

#### **Results**

- 55% of visitor groups chose to visit Obed WSR because of the scenery (see Figure 22).
- 47% visited because of the climbing opportunities.
- 33% visited because of the hiking opportunities.
- “Other” reasons (18%) for visiting are shown in Table 11.

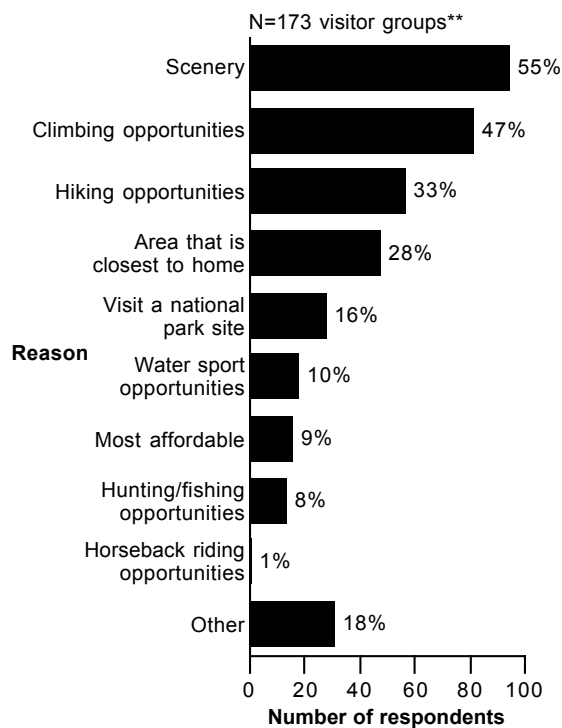


Figure 22. Reasons why visitor groups chose to visit Obed WSR rather than other destinations

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 11. “Other” reasons for visiting Obed WSR rather than other destinations  
(N=30 comments)

<b>Reason</b>	<b>Number of times mentioned</b>
Visit family/friends in area	3
Camping	2
Native American study	2
Program	2
Business	1
Civil War lecture	1
Close to Devil's Triangle	1
Close to hotel in Harriman	1
Dogs allowed	1
Easy water access	1
Hawk watching	1
I love the place!	1
It was on our way home and a road less taken	1
Junior Ranger program	1
Local area is our ancestral home. We were showing our granddaughter.	1
Looking for rock house, caves, sites, where Indians would reside or old homesteads once sat	1
Motorcycling in area	1
My thinking place	1
National park stamp cancellation opportunity	1
Native American visitors	1
Photography	1
See where we used to boat	1
To get trail info	1
Waterfalls	1
Wedding at overlook	1

---

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

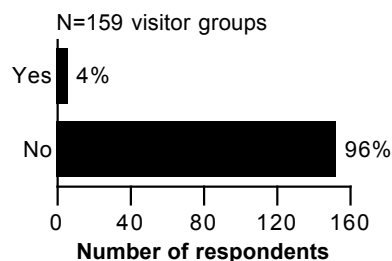


## Availability of support services

### Question 18a

On this visit to Obed WSR, were there any support services or products that your personal group needed but were not available inside the park or in the area (within 50 miles of the park)?

Support services  
needed but  
not available?



### Results

- Four percent of visitor groups indicated there were support services needed but were not available inside the park or in the area (see Figure 23).

Figure 23. Visitor groups that indicated there were support services needed but not available inside the park or in the area (within 50 miles of the park)

### Question 18b

If YES, what were the products/services that your personal group needed but were not available? Please be specific.  
(Open-ended)

### Results – Interpret results with **CAUTION!**

- 9 visitor groups listed the products/services they needed but were not available (see Table 12).

Table 12. Products/services needed but not available

(N=10 comments; one visitor group made more than one comment) – **CAUTION!**

Location	Product/service	Number of times mentioned
Obed	Camping with showers/electric	1
Lilly Boulders parking	Hand sanitizer	1
Near Del and Marte's	Food options	1
Nemo Bridge	Cat rescue (my wife started crying when she saw many stray starving cats)	1
Ranger station	Info (climbed for four years at Obed and have never seen the ranger station)	1
Unspecified	Coffee	1
Unspecified	Couldn't find Lilly Overlook	1
Unspecified	Detailed trail conditions	1
Unspecified	No one would drive more than 10-15 miles to get any items they forgot	1
Unspecified	Ranger	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Number of vehicles

### Question 21c

On this visit, how many vehicles did your personal group use to arrive at the park?

### Results

- 76% of visitor groups used one vehicle to arrive at the park (see Figure 24).
- 17% used two vehicles.

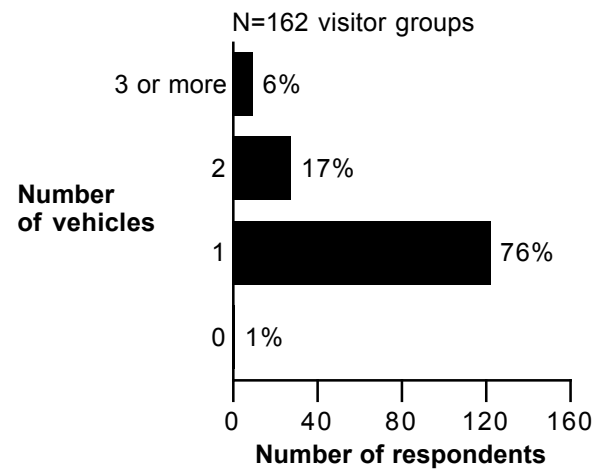


Figure 24. Number of vehicles used to arrive at the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Overnight stays

### Question 5a

On this trip, did your personal group stay overnight away from home inside Obed WSR or in the area (within 50 miles of the park)?

#### Results

- 27% of visitor groups stayed overnight away from home inside the park or in the area within 50 miles of the park (see Figure 25).

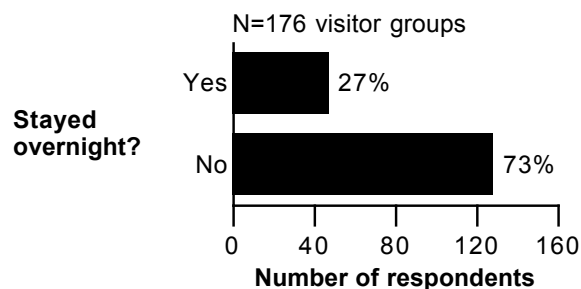


Figure 25. Visitor groups that stayed overnight inside the park or within 50 miles of the park

### Question 5b

If YES, please list the number of nights inside Obed WSR.

#### Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 26).

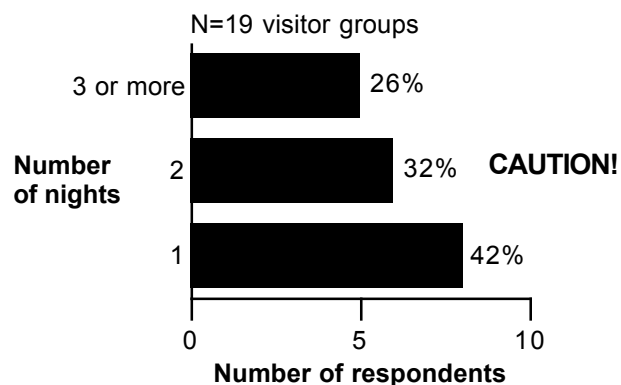


Figure 26. Number of nights spent inside the park

### Question 5b

If YES, please list the number of nights in Obed WSR area (within 50 miles).

#### Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 27).

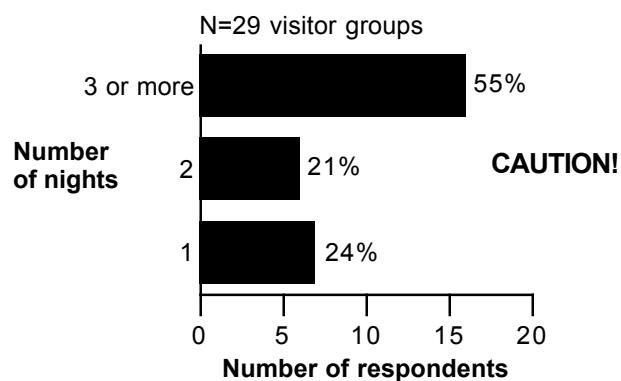


Figure 27. Number of nights spent in the area outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Accommodations used inside the park***

#### **Question 5c**

In which type(s) of accommodations did your personal group spend the night(s) inside the park?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 28).
- “Other” type of accommodation (35%) was:

Del and Marte’s The Lily Pad

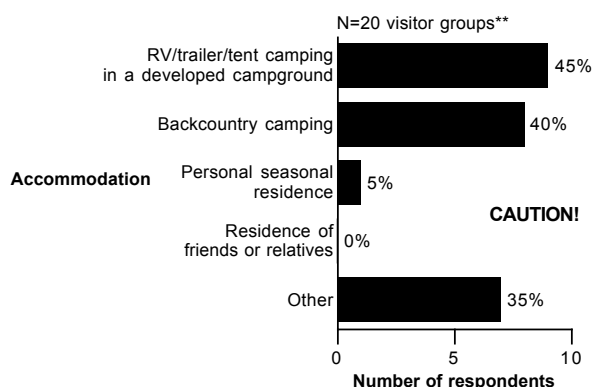


Figure 28. Accommodations used inside the park

### ***Accommodations used in the area outside the park***

#### **Question 5d**

In which type(s) of accommodations did your personal group spend the night(s) outside park in the local area?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 29).

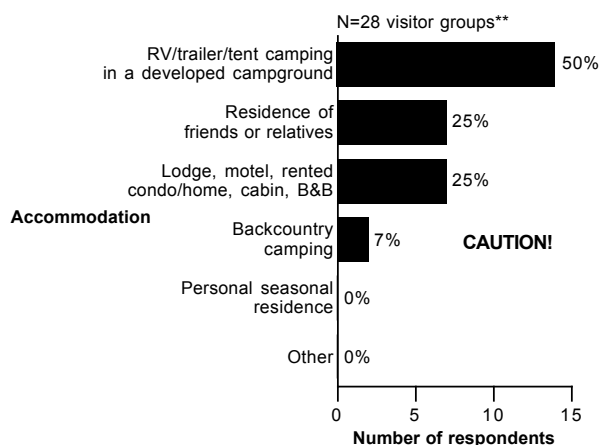


Figure 29. Accommodations used in the area outside the park in the local area

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Length of stay in the park***

### **Question 2**

On this visit, how much total time (both on land and on the river) did your personal group spend visiting Obed WSR?

### **Results**

#### **Number of hours if less than 24 (79%)**

- 43% of visitor groups spent five or more hours in the park (see Figure 30).
- 34% spent one to two hours.
- 23% spent three to four hours.
- The average length of stay for visitor groups who spent less than 24 hours was 4.4 hours.

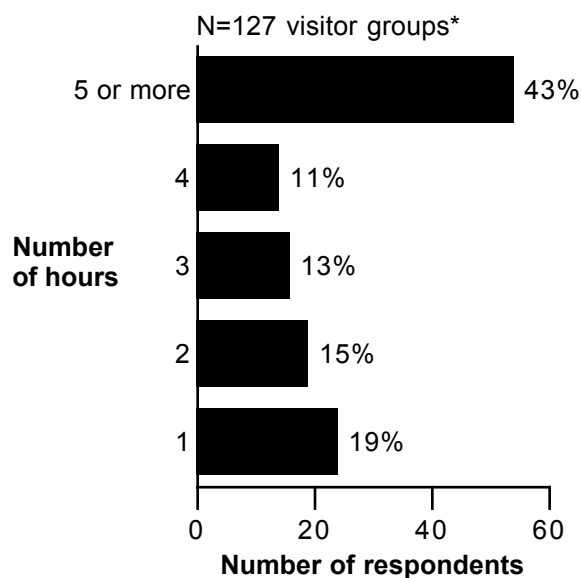


Figure 30. Number of hours spent in the park

#### **Number of days if 24 hours or more (21%)**

- 55% of visitor groups spent two days in the park on this visit (see Figure 31).
- 27% spent three or more days.
- The average length of stay for visitor groups who spent 24 hours or more was 3.7 days.

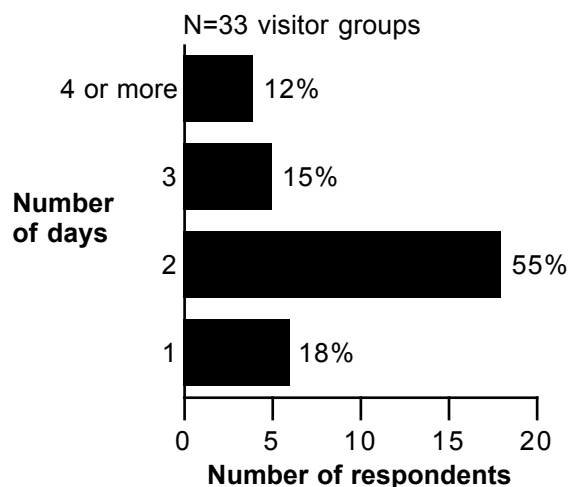


Figure 31. Number of days spent in the park

#### **Average length of stay for all visitors**

- The average length of stay for all visitor groups was 21.9 hours or .9 days.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Local attractions visited

### Question 6

On this trip to Obed WSR area, please indicate all other attractions in the area that your personal group visited.

### Results

- 29% of visitor groups visited other local attractions on this visit (see Figure 32).

- As shown in Figure 33, the local attractions most commonly visited were:

51% Frozen Head State Park  
32% Catoosa Wildlife Management Area  
26% Big South Fork National River and Recreation Area

- “Other” local attractions (23%) were:

Ancestral home within Catoosa WMA boundary  
Dells Lilly Pad  
Fall Creek Falls State Park  
Jack's for burgers for lunch  
Knoxville  
Lilly Bluff  
Little Clear Creek  
Lone Mountain State Forest  
Oak Ridge  
Obed Junction  
Rode through Catoosa on ATVs  
South Cedar Creek

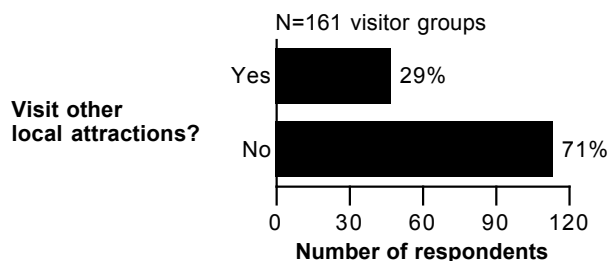


Figure 32. Visitor groups that visited other local attractions

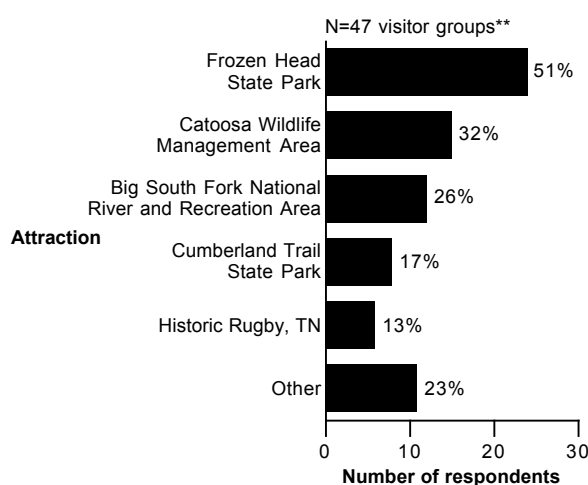


Figure 33. Local attractions visited

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Sites visited in the park

### Question 7

On this visit to Obed WSR, please indicate all the sites within the park that your personal group visited

- As shown in Figure 34, the most commonly visited sites by visitor groups at Obed WSR were:

66% Lilly Bridge  
56% Lilly Bluff Overlook  
32% NPS visitor center

- The least visited site was:

5% Potters Ford

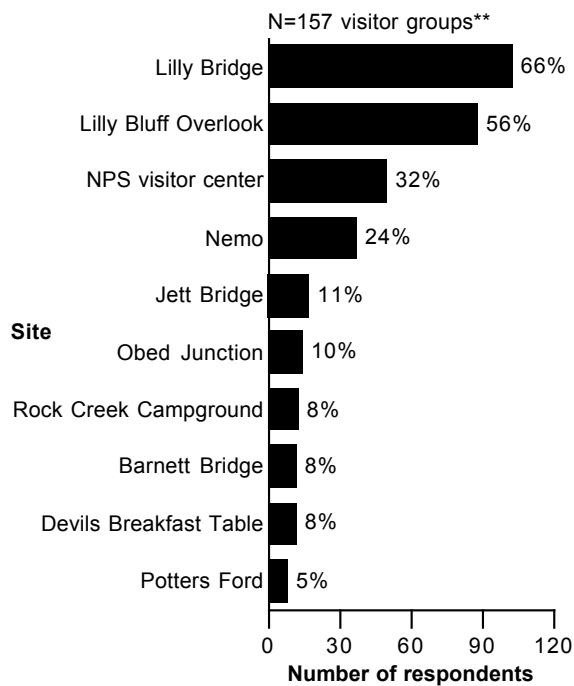


Figure 34. Sites visited in the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on this visit

### Question 10a

On this visit, in which activities did your personal group participate within Obed WSR?

### Results

- As shown in Figure 35, the most common activities in which visitor groups participated on this visit were:

61% Hiking/walking  
49% Climbing  
45% Stopping at scenic overlooks

- “Other” activities (8%) were:

Getting maps and info  
Native American talk and demonstration  
Photography  
Plant identification  
Purchased senior pass  
Retirement area  
Skating/roller blading  
Visiting with relatives, friends

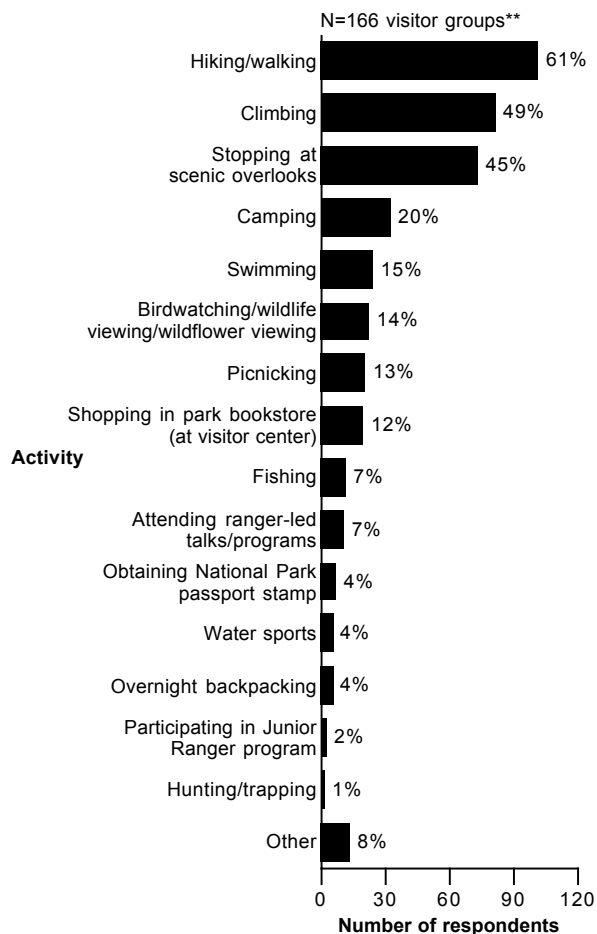


Figure 35. Activities on this visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Rock climbing

### Question 8a

During this visit to Obed WSR, did your personal group participate in any type of rock climbing activity?

#### Results

- 47% of visitor groups participated in rock climbing activities on this visit (see Figure 36).

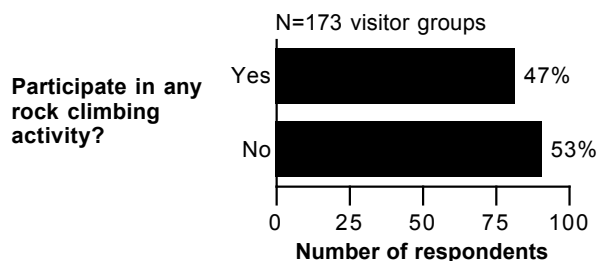


Figure 36. Visitor groups that participated in rock climbing activities on this visit

### Question 8b

If YES, what type of rock climbing did your personal group participate in?

#### Results

- As shown in Figure 37, the most common rock climbing activities in which visitor groups participated on this visit were:

83% Sport climbing (bolted routes)  
25% Bouldering

- “Other” type of rock climbing (1%) was:

Rappelling - scout training

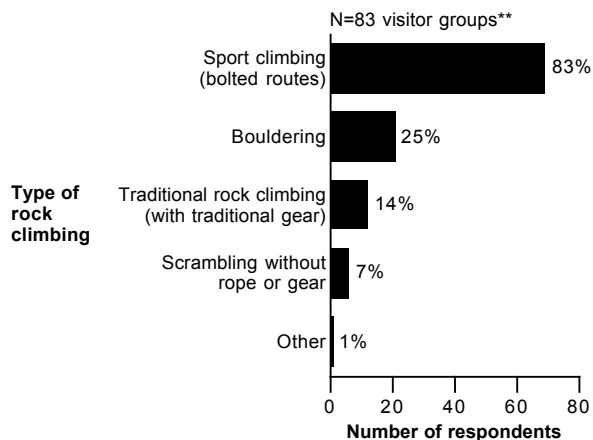


Figure 37. Rock climbing activities on this visit

### Question 8c

Where did your personal group climb during this visit to Obed WSR?

#### Results

- As shown in Figure 38, the most common sites at which visitor groups rock climbed on this visit were:

58% Lilly Bluff  
43% South Clear Creek  
24% Lilly Boulder Field

- “Other” locations (20%) were:

Bouldering on route to Alley Ford  
Canoe Hole  
Cumberland Trail  
Little Clear Creek  
Off the port trail

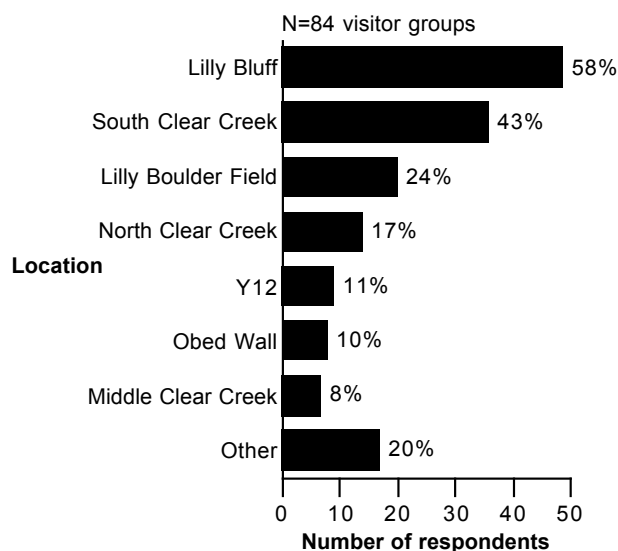


Figure 38. Rock climbing sites

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on future visits

### Question 10b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

### Results

- As shown in Figure 39, the most common activities in which visitor groups would prefer to participate on future visits were:

75% Hiking/walking  
59% Stopping at scenic overlooks  
57% Swimming  
57% Camping

- “Other” activities (8%) were:

Mountain biking  
Opportunity for solitude  
Photography  
Plant identification  
To see fall colors

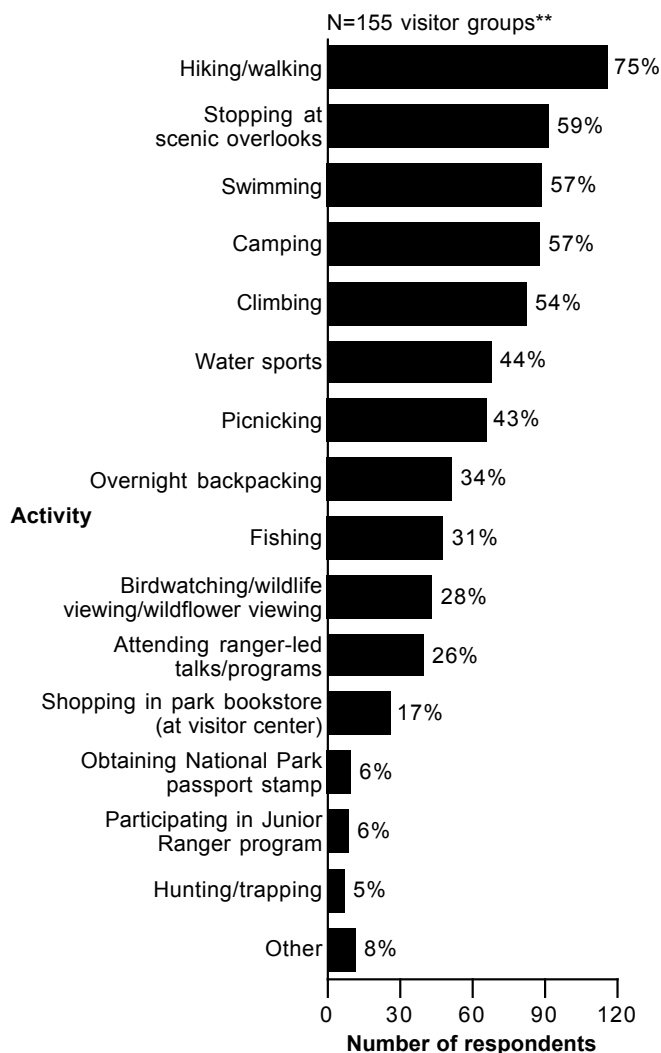


Figure 39. Activities on future visits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Ratings of Services, Facilities, Attributes, Resources, and Elements

### *Services and facilities used*

#### Question 11a

Please indicate all the services and facilities that your personal group used at Obed WSR during this visit.

#### Results

- As shown in Figure 40, the most common services and facilities used by visitor groups were:

73% Park brochure/map  
60% Toilet facilities  
45% Assistance from park staff

- The least used service/facility was:

3% Junior Ranger program

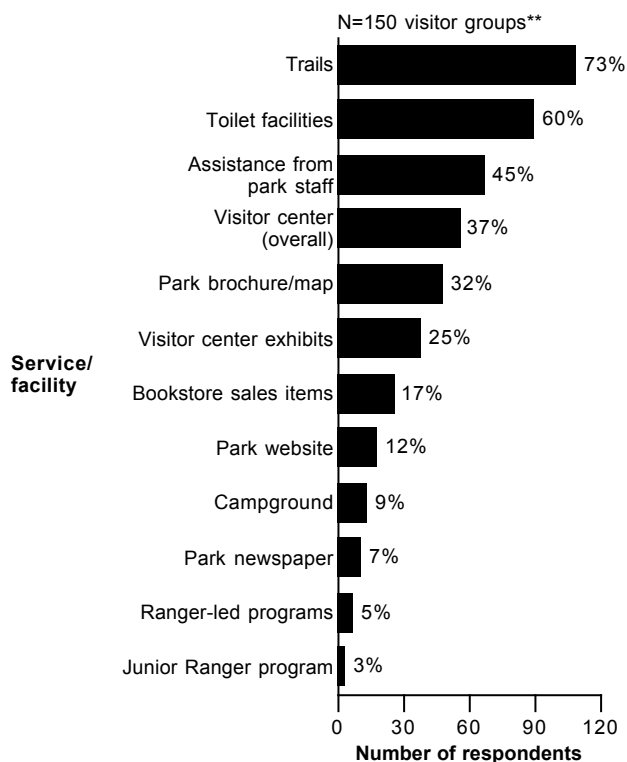


Figure 40. Services and facilities used

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Importance ratings of services and facilities

### Question 11b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- Figure 41 shows the combined proportions of “extremely important” and “very important” ratings of services and facilities that were rated by 30 or more visitor groups.
- Table 13 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 94% Trails
  - 87% Assistance from park staff
  - 85% Park brochure/map
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 2% Toilet facilities

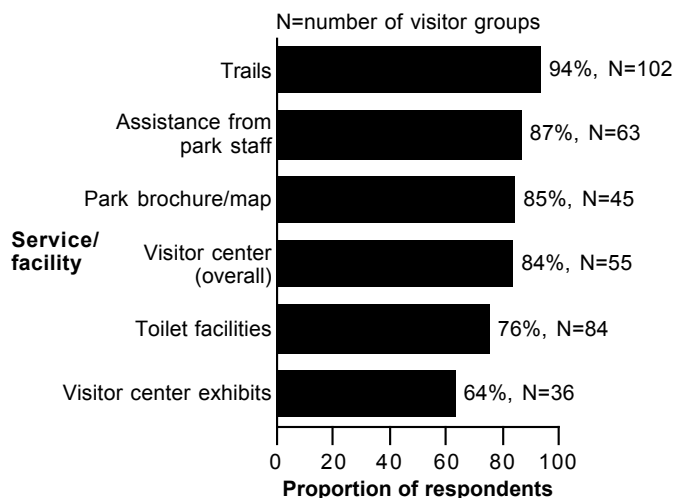


Figure 41. Combined proportions of “extremely important” and “very important” ratings of services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 13. Importance ratings of services and facilities  
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	63	0	0	13	41	46
Bookstore sales items (selection, price, etc.) – <b>CAUTION!</b>	23	0	9	35	35	22
Campground – <b>CAUTION!</b>	13	0	0	23	15	62
Junior Ranger program – <b>CAUTION!</b>	4	0	0	0	0	100
Park brochure/map	45	0	2	13	29	56
Park newspaper – <b>CAUTION!</b>	10	0	0	30	40	30
Park website: www.nps.gov/obed used before or during visit – <b>CAUTION!</b>	18	0	0	22	44	33
Ranger-led programs – <b>CAUTION!</b>	6	0	0	50	0	50
Toilet facilities	84	2	1	20	19	57
Trails	102	0	0	7	25	69
Visitor center exhibits	36	0	8	28	39	25
Visitor center (overall)	55	0	4	13	40	44

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Quality ratings of services and facilities

### Question 11c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

### Results

- Figure 42 shows the combined proportions of “very good” and “good” ratings of services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

100% Assistance from park staff  
94% Visitor center (overall)  
89% Visitor center exhibits

- Table 14 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

1% Toilet facilities

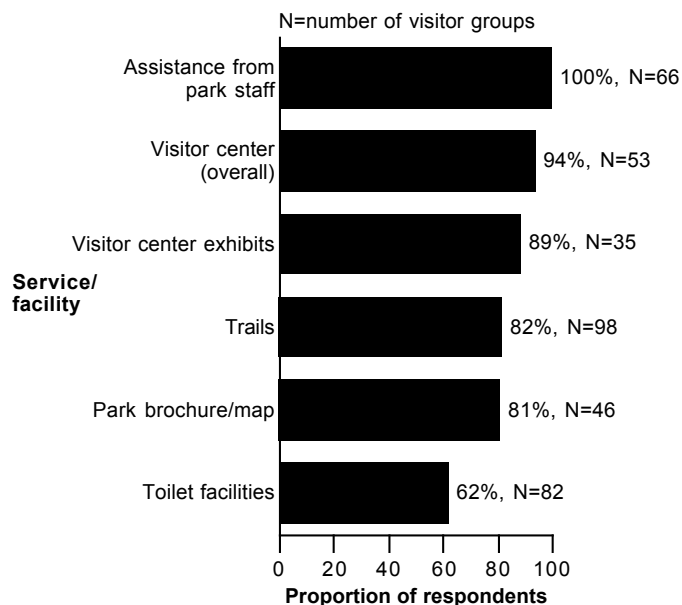


Figure 42. Combined proportions of “very good” and “good” ratings of services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 14. Quality ratings of information services and facilities  
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff	66	0	0	0	14	86
Bookstore sales items (selection, price, etc.) – <b>CAUTION!</b>	25	0	4	8	36	52
Campground – <b>CAUTION!</b>	12	0	0	8	17	75
Junior Ranger program – <b>CAUTION!</b>	4	0	0	0	0	100
Park brochure/map	46	0	4	15	33	48
Park newspaper – <b>CAUTION!</b>	10	0	0	10	40	50
Park website: www.nps.gov/obed used before or during visit – <b>CAUTION!</b>	18	0	0	22	50	28
Ranger-led programs – <b>CAUTION!</b>	6	0	0	0	17	83
Toilet facilities	82	1	2	34	33	29
Trails	98	0	0	18	31	51
Visitor center exhibits	35	0	3	9	49	40
Visitor center (overall)	53	0	0	6	26	68

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Mean scores of importance and quality ratings of services and facilities

- Figure 43 and Figure 44 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average in importance and quality.

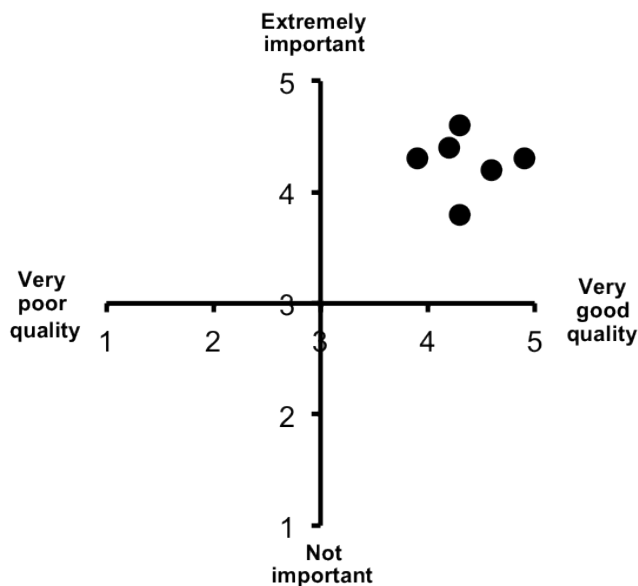


Figure 43. Mean scores of importance and quality ratings of information services and facilities

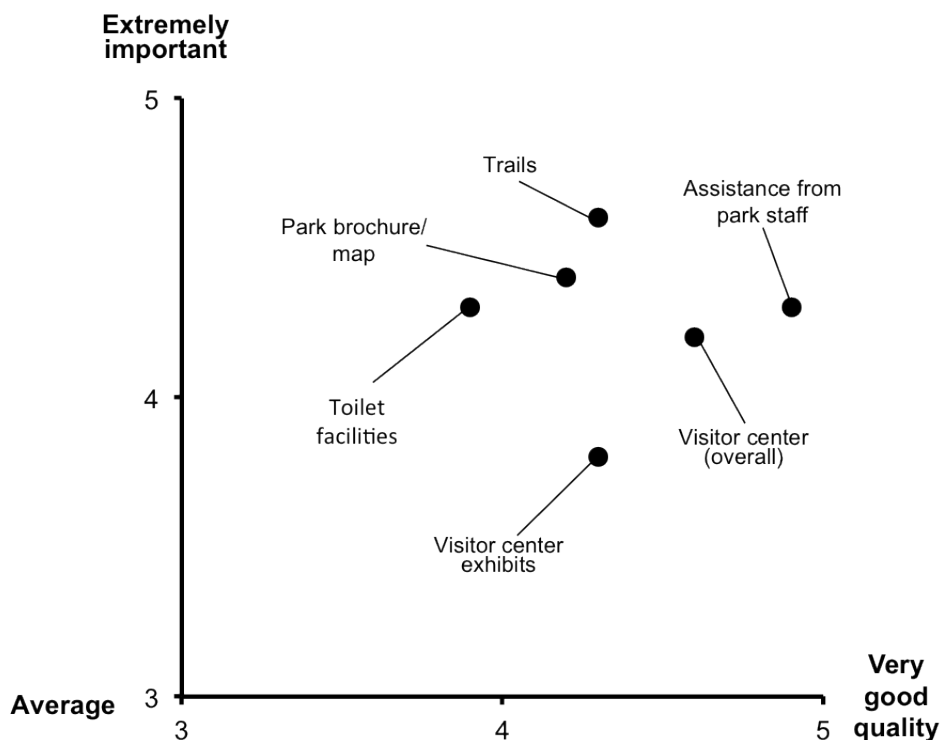


Figure 44. Detail of Figure 43

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Importance of protecting park resources and attributes

### Question 9

It is the National Park Service's responsibility to protect Obed WSR natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group?

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- As shown in Figure 45, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

97% Clean water  
93% Clean air (visibility)  
92% Natural features  
90% Scenic views

- The attribute/resource receiving the highest "not at all important" rating was:

7% Educational opportunities

- Table 15 shows the importance ratings of park resources and attributes.

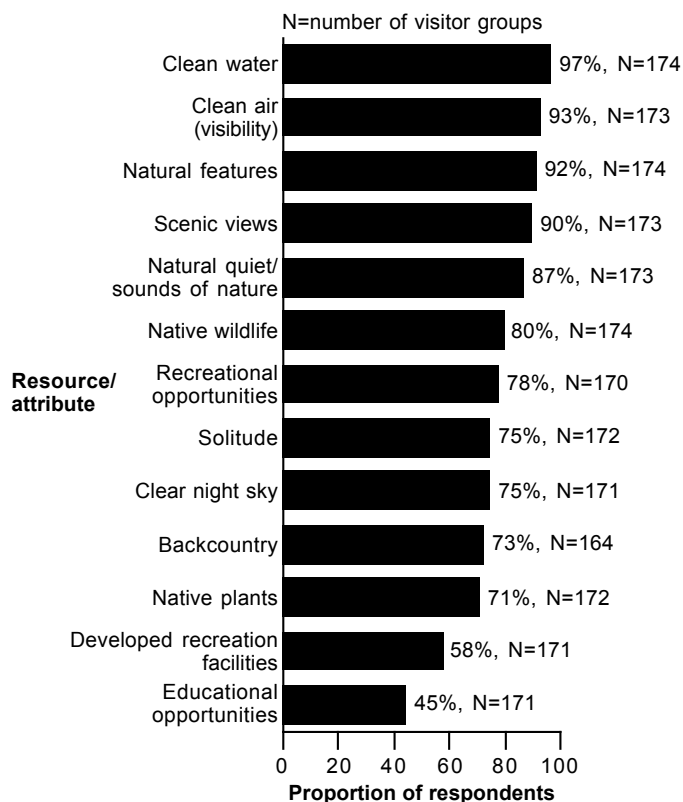


Figure 45. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 15. Visitor rating of importance of protecting park resources and attributes  
(N=number of visitors groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	173	1	1	6	29	64
Clean water	174	0	1	2	26	71
Clear night sky	171	1	6	18	27	48
Backcountry	164	2	5	20	24	49
Developed recreation facilities (campground, trails, etc.)	171	2	12	27	27	31
Educational opportunities	171	7	19	29	27	18
Native plants	172	2	9	19	29	42
Native wildlife	174	2	5	13	30	50
Natural features (such as arches, bluffs, streams)	174	0	1	8	26	66
Natural quiet/sounds of nature	173	1	2	10	25	62
Recreational opportunities	170	1	5	15	29	49
Scenic views	173	0	1	8	29	61
Solitude	172	1	8	17	26	49

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures

### *Total expenditures inside and outside the park*

#### Question 17

For your personal group, please estimate expenditures for the items listed below for this visit to Obed WSR and the surrounding area (within 50 miles of the park).

#### Results

- 54% of visitor groups spent \$1-\$100 (see Figure 46).
- 18% spent \$101 or more.
- The average visitor group expenditure was \$97.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$25.
- The average total expenditure per person (per capita) was \$52.
- As shown in Figure 47, the largest proportions of total expenditures inside and outside the park were:

19% All other expenditures  
19% Restaurants and bars  
14% Groceries and takeout food  
12% Lodge, motel, rented condo/home, cabin, B&B, etc.

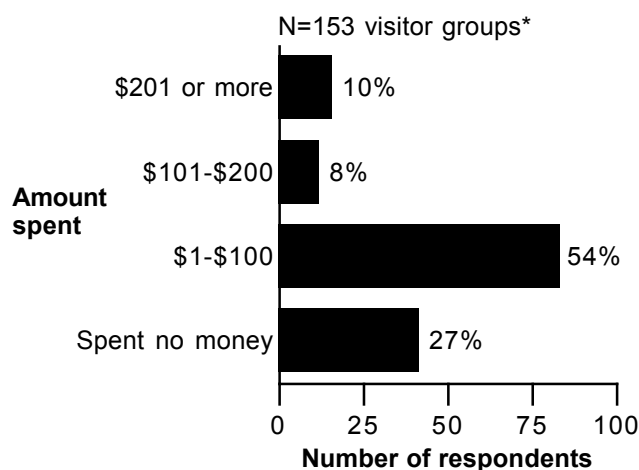


Figure 46. Total expenditures inside and outside the park

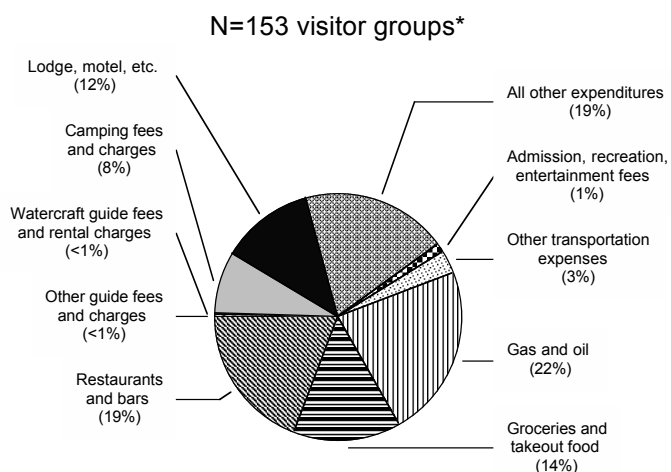


Figure 47. Proportions of total expenditures inside and outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Number of adults covered by expenditures***

#### **Question 17c**

How many adults (18 years or older) do these expenses cover?

#### **Results**

- 47% of visitor groups had two adults covered by expenditures (see Figure 48).
- 28% had three or more adults covered by expenditures.
- 24% had one adult covered by expenditures.

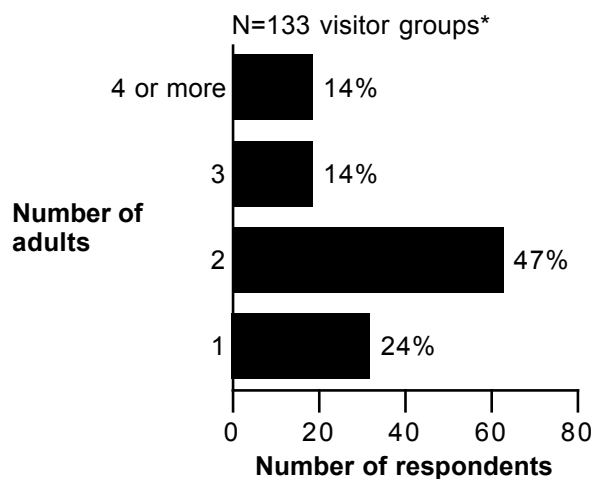


Figure 48. Number of adults covered by expenditures

### ***Number of children covered by expenditures***

#### **Question 17c**

How many children (under 18 years) do these expenses cover?

#### **Results**

- 88% of visitor groups had no children covered by expenditures (see Figure 49).
- 10% had one or two children covered by expenditures.

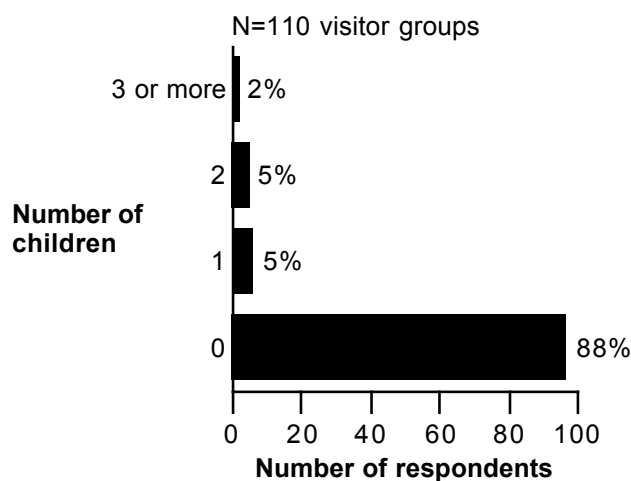


Figure 49. Number of children covered by expenditures

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures inside the park

### Question 17a

Please list your personal group's total expenditures inside Obed WSR.

#### Results

- 74% of visitor groups spent no money in the park (see Figure 50).
- 25% spent \$1-\$100.
- The average visitor group expenditure inside the park was \$7.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$15.
- As shown in Figure 51, the largest proportions of total expenditures inside the park were:

65% All other expenditures  
30% Camping fees and charges  
(including backcountry)

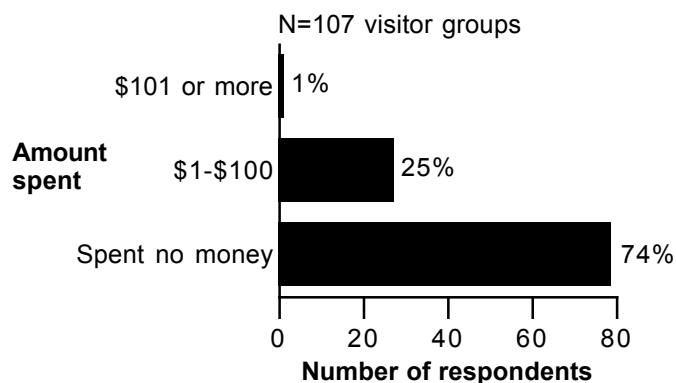


Figure 50. Total expenditures inside the park

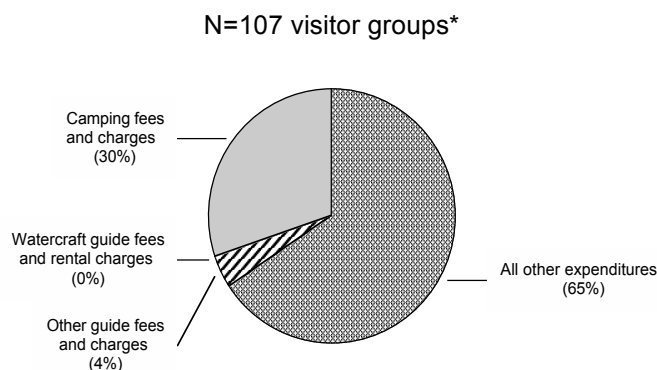


Figure 51. Proportions of total expenditures inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Camping fees and charges (including backcountry)

- 87% of visitor groups spent no money on camping fees and charges inside the park (see Figure 52).
- 9% spent \$1-\$20.

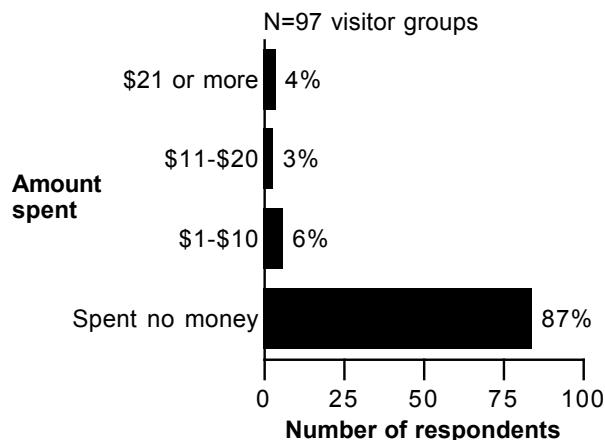


Figure 52. Expenditures for camping fees and charges inside the park

Rafting/kayaking/canoeing guide fees and rental charges

- 100% of visitor groups (N=89) spent no money on rafting/kayaking/canoeing guide fees and rental charges inside the park.

Other guide fees and charges

- 96% of visitor groups spent no money on other guide fees and charges inside the park (see Figure 53).

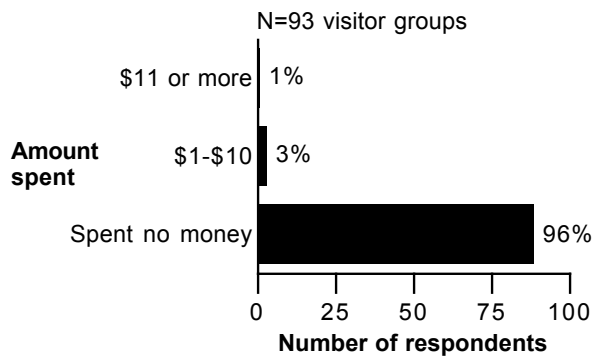


Figure 53. Expenditures for other guide fees and charges inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 84% of visitor groups spent no money on all other purchases inside the park (see Figure 54).
- 9% spent \$1-\$20.

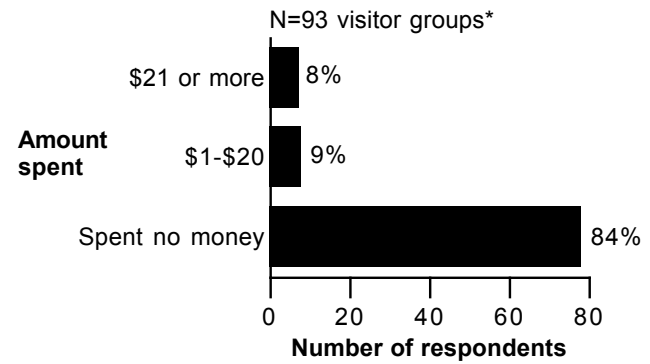


Figure 54. Expenditures for all other purchases inside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures outside the park

### Question 17b

Please list your personal group's total expenditures in the surrounding area outside the park (within 50 miles of the park).

### Results

- 56% of visitor groups spent \$1-\$100 (see Figure 55).
- 24% spent no money.
- 20% spent \$101 or more.
- The average visitor group expenditure outside the park was \$101.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$30.
- The average total expenditure per person (per capita) was \$64.

### As shown in

- Figure 56, the largest proportions of total expenditures outside the park were:

20% Restaurants and bars  
17% All other purchases  
15% Groceries and takeout food  
13% Lodge, motel, rented  
condo/home, cabin, B&B, etc.

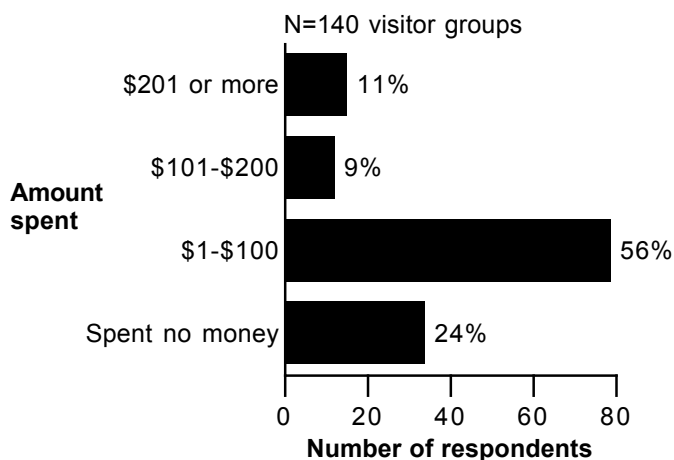


Figure 55. Total expenditures outside the park

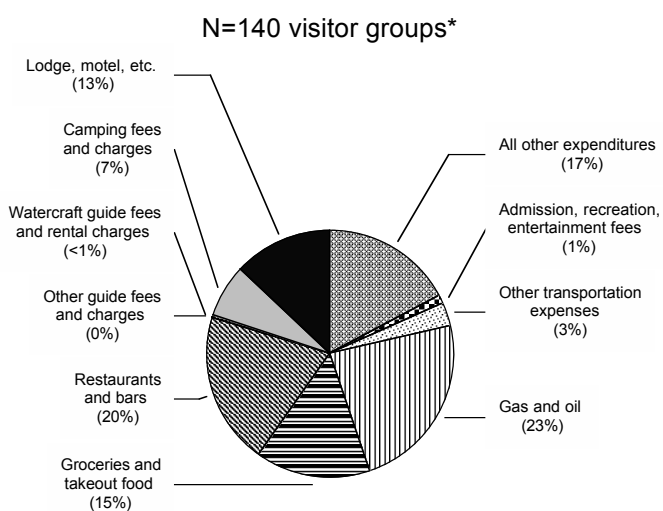


Figure 56. Proportions of total expenditures outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Lodge, motel, rented condo/home, cabin, etc.

- 86% of visitor groups spent no money on lodging outside the park (see Figure 57).
- 8% spent \$1-\$100 or more.
- 5% spent \$201 or more.

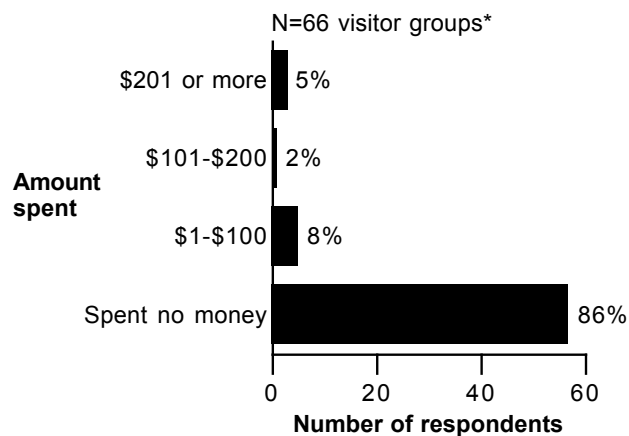


Figure 57. Expenditures for lodging outside the park

Camping fees and charges (including backcountry)

- 77% of visitor groups spent no money on camping fees and charges outside the park (see Figure 58).
- 16% spent \$1-\$40.

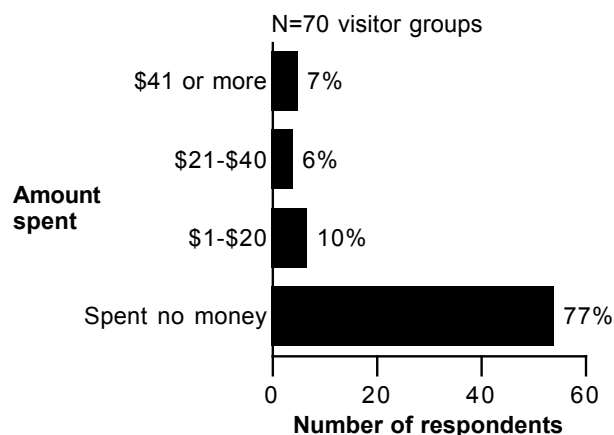


Figure 58. Expenditures for camping fees and charges outside the park

Rafting/kayaking/canoeing guide fees and rental charges

- 98% of visitor groups spent no money on rafting/kayaking/canoeing guide fees and rental charges outside the park (see Figure 59).

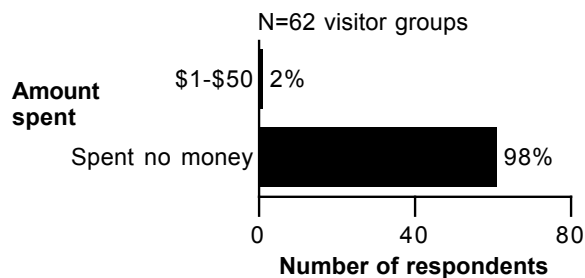


Figure 59. Expenditures for rafting/kayaking/canoeing guide fees and rental charges outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Other guide fees and charges

- 100% of visitor groups (N=61) spent no money on other guide fees and charges outside the park.

Restaurants and bars

- 41% of visitor groups spent no money on restaurants and bars outside the park (see Figure 60).
- 38% spent \$1-\$40.

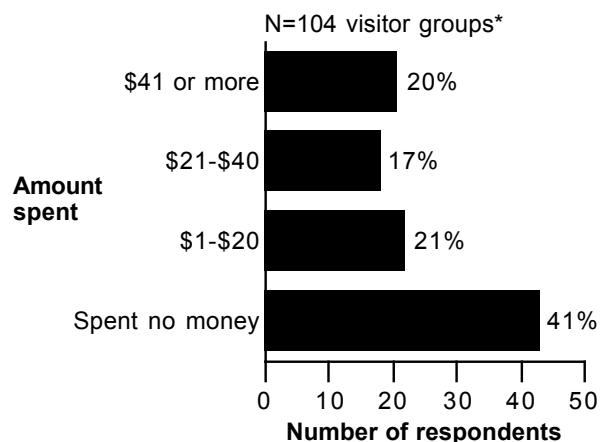


Figure 60. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 47% of visitor groups spent \$1-\$40 on groceries and takeout food outside the park (see Figure 61).
- 39% spent no money.

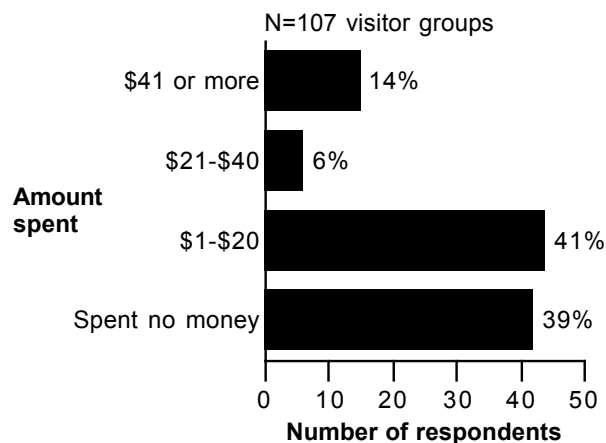


Figure 61. Expenditures for groceries and takeout food outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 41% of visitor groups spent \$1-\$40 on gas and oil outside the park (see Figure 62).
- 36% spent no money.

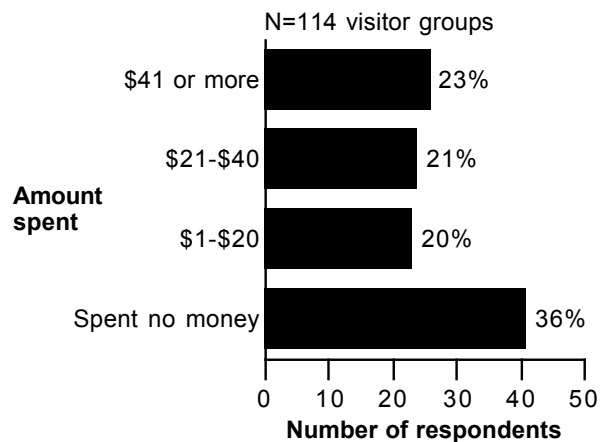


Figure 62. Expenditures for gas and oil outside the park

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 95% of visitor groups spent no money on other transportation outside the park (see Figure 63).

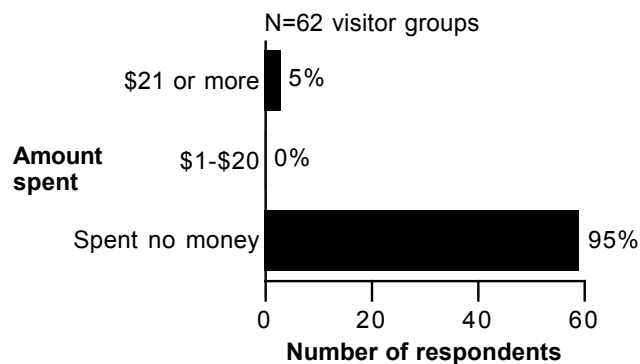


Figure 63. Expenditures for other transportation outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, and entertainment fees  
(other than rafting/kayaking/canoeing)

- 93% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 64).

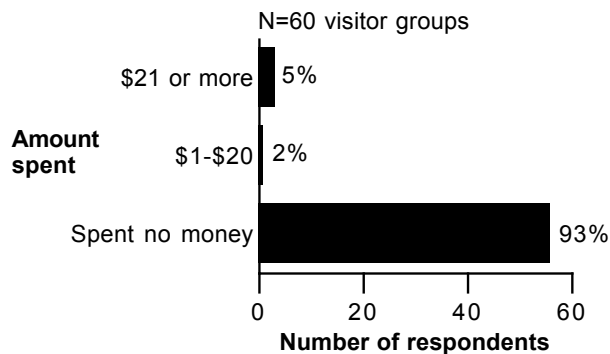


Figure 64. Expenditures for admission, recreation, and entertainment fees outside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 77% of visitor groups spent no money on all other purchases outside the park (see Figure 65).
- 19% spent \$1-\$40.

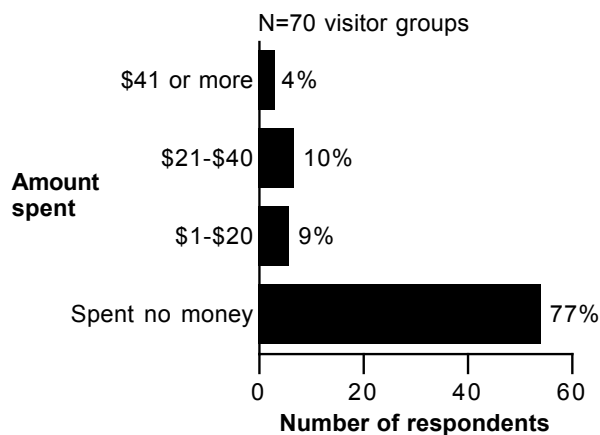


Figure 65. Expenditures for all other purchases outside the park

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferences for Future Visits

### *Ranger-led programs for future visit*

#### Question 14a

If your personal group were to visit Obed WSR in the future, please list any ranger-led programs that you would like to have available.

#### Results

- 32% of visitor groups were interested in attending ranger-led programs on a future visit to the park (see Figure 66).

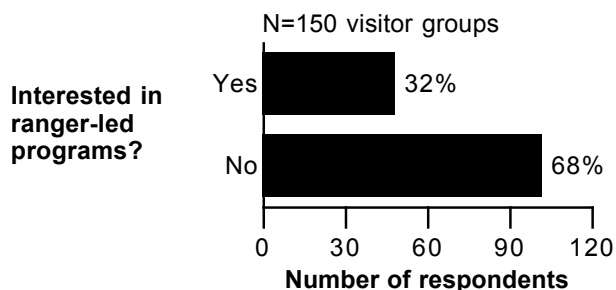


Figure 66. Visitor groups that were interested in participating in ranger-led programs on a future visit

### *Preferred length of ranger-led programs*

#### Question 14b

What length of ranger-led program would your personal group like to attend?

#### Results

- 43% of visitor groups preferred a program length of 1/2 to 1 hour (see Figure 67).
- 27% preferred a program length of 1 to 2 hours.
- Table 16 lists the programs visitor groups would like to have available on a future visit. Interpret results with **CAUTION!**

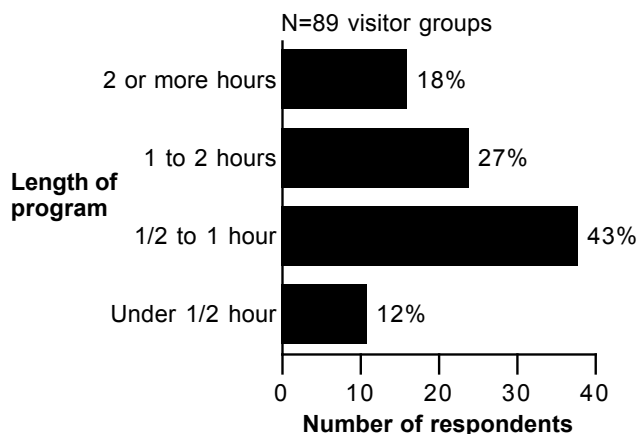


Figure 67. Preferred length of ranger-led programs

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 16. Preferred length of ranger-led programs – **CAUTION!**  
(N=number of visitors groups)

Program	N	Preferred program length (%)*			
		Under ½ hour	½ - 1 hour	1-2 hours	More than 2 hours
Area history	13	8	62	31	0
Astronomy	4	0	25	50	25
Birdwatching	6	17	17	33	33
Geology	4	0	75	25	0
Hiking	6	17	33	33	17
Insect identification	3	0	33	33	33
Music	2	0	0	50	50
Native animals	13	23	38	38	0
Native plants	7	14	57	29	0
Owl walks/bat watching	3	50	50	0	0
Plant identification	3	0	33	0	67
Wildflower identification	2	0	50	50	0
Other	23	17	30	17	35

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferred methods to learn about the park

### Question 19

If you were to visit Obed WSR in the future, how would your personal group prefer to learn about cultural and natural history/features of the park?

### Results

- 94% of visitor groups were interested in learning about the cultural and natural history/features of Obed WSR on a future visit (see Figure 68).
- As shown in Figure 69, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

62% Self-guided with printed materials  
44% Park website  
40% Ranger-led programs  
39% Outdoor exhibits

- “Other” methods (4%) were:

Kiosk information  
Local paper  
Mail to PO box  
Park brochures

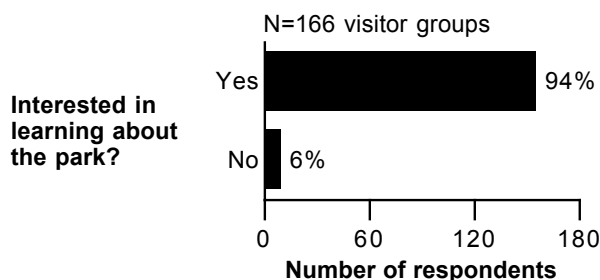


Figure 68. Visitor groups that were interested in learning about the cultural and natural history/features of Obed WSR on a future visit

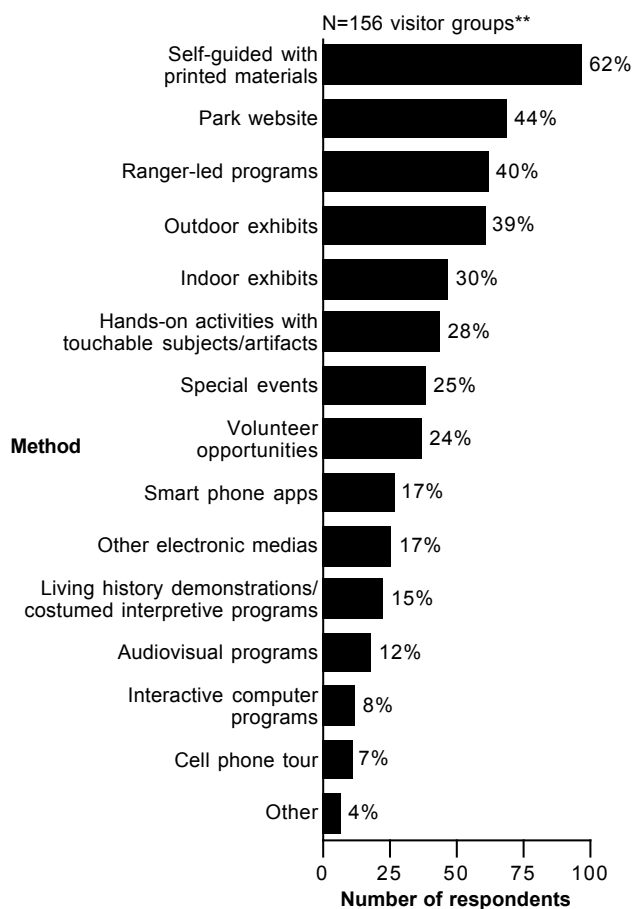


Figure 69. Preferred methods for learning about the cultural and natural history/features of Obed WSR on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Items available for purchase at the visitor center bookstore on a future visit***

#### **Question 13**

If you were to visit Obed WSR in the future, what would your personal group like to have available for purchase at the visitor center bookstore?

#### **Results**

- 42% of visitor groups were interested in having items available for purchase at the visitor center bookstore on a future visit (see Figure 70).
- As shown in Figure 71, the most common items visitor groups would like to have available for purchase at the visitor center bookstore on a future visit were:
  - 54% Additional publications
  - 49% Souvenir items
  - 45% Convenience items
- “Other” items (12%) were:
  - Bumper stickers
  - Climbing gear/supplies
  - More Junior Ranger items
  - Music
- Topics of additional publications visitor groups would like available for purchase on a future visit were:

- Brochures
- Climbing
- Cumberland Trail
- Edible plants
- Flora/fauna guides
- Geology
- Guidebook
- History
- Information
- Kayaking
- Local natural history/culture
- Maps
- Native peoples
- Nature
- Prehistory
- Usage information

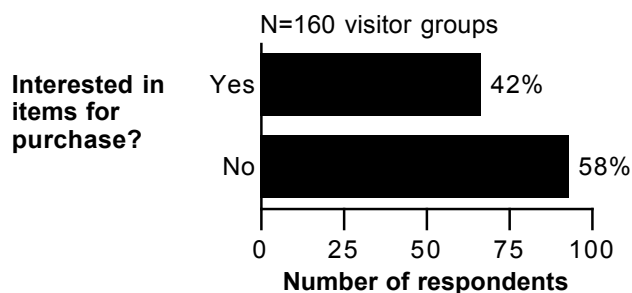


Figure 70. Visitor groups that were interested in purchasing items at the visitor center bookstore on a future visit

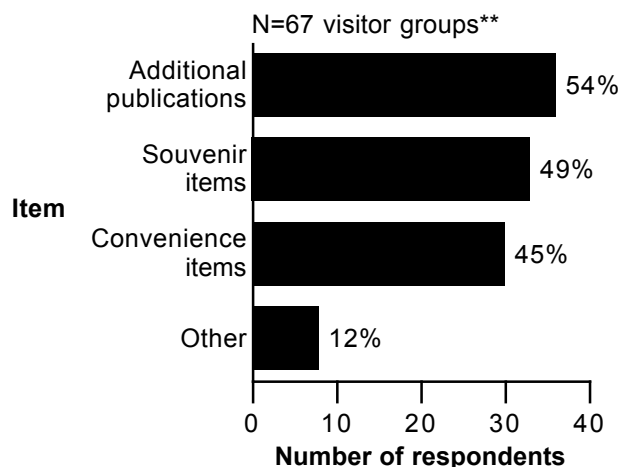


Figure 71. Items for purchase at visitor center bookstore on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Question 12**

If you were to visit Obed WSR in the future, what additional facilities would your personal group like to have available? (Open-ended)

**Results**

- 63 visitor groups listed facilities they would like to have available on a future visit (see Table 17).
- Some visitor groups listed services instead of facilities (see Table 18).

Table 17. Services visitor groups would like to have available on a future visit (N=71 comments; some visitor groups made more than one comment)

<b>Facility</b>	<b>Number of times mentioned</b>
None needed	14
Access to drinking water	8
Better signage/trail markers for climbing areas	3
More trails	3
Backcountry camping	2
Better handicap access	2
Improved restrooms	2
More camping options	2
Trail markers	2
Trash cans	2
Other facilities	31

Table 18. Services visitor groups would like to have available on a future visit – **CAUTION!** (N=11 comments)

<b>Service</b>	<b>Number of times mentioned</b>
Better/more detailed maps	4
Cell phone coverage	2
Canoeing information	1
Hiking trail conditions	1
Local area and NPS maps	1
River trips	1
Trail maps	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Overall Quality

### Question 15

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Obed WSR during this visit?

#### Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 72).
- 1% of visitor groups rated the quality as “very poor.”
- No visitor groups rated the quality as “poor.”

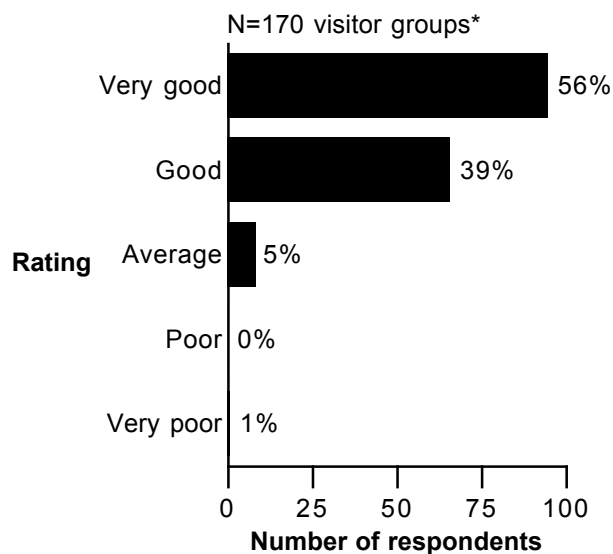


Figure 72. Overall quality rating of facilities, services, and recreational opportunities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor Comment Summaries

### *Planning for the future*

#### **Question 16**

If you were a manager planning for the future of Obed WSR, what would your personal group propose? (Open-ended)

#### **Results**

- 53% of visitor groups (N=94) responded to this question.
- Table 19 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 19. Planning for the future  
(N=138 comments; some visitor groups made more than one comment)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (4%)</b>	
Increased ranger presence at park	2
Other comments	3
<b>INTERPRETIVE SERVICES (6%)</b>	
More detailed information about trails	2
Other comments	6
<b>FACILITIES/MAINTENANCE (42%)</b>	
Improved restrooms	5
Camping at Lilly Bluff	4
Better signage	3
Clean	3
Easy access/conveniently located garbage cans	3
Expanded climbing opportunities	3
Guard rails	2
Hookups	2
More trails	2
Showers	2
Other comments	29
<b>POLICY/MANAGEMENT (34%)</b>	
Review of bolting moratorium	8
Keep it natural	7
More advertising	3
More local outreach/involvement	3
Preserve access to climbing	3
Expand acreage	2
Resolve litter issues	2
Work with Eastern Tennessee Climbers Coalition	2
Other comments	17

Table 19. Planning for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>RESOURCE MANAGEMENT (1%)</b>	
Comments	2
<b>CONCESSIONS (1%)</b>	
Comments	2
<b>GENERAL (12%)</b>	
Continue as is	3
Keep up the good work	3
Other comments	10

### ***Additional comments***

#### **Question 25**

Is there anything else your personal group would like to tell us about your visit to Obed WSR? (Open-ended)

#### **Results**

- 47% of visitor groups (N=84) responded to this question.
- Table 20 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 20. Additional comments

(N=153 comments; some visitor groups made more than one comment)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (14%)</b>	
Park staff was friendly	7
Park staff was helpful	6
Park staff was knowledgeable	3
Park staff was great	2
Other comments	3
<b>INTERPRETIVE SERVICES (3%)</b>	
Enjoyed exhibits	2
Other comments	3
<b>FACILITIES/MAINTENANCE (6%)</b>	
Need better signage	3
Clear blown down trees on trails	2
Other comments	4
<b>POLICY/MANAGEMENT (7%)</b>	
Appreciate climber-friendly atmosphere	2
Keep it natural	2
Other comments	7
<b>GENERAL (70%)</b>	
Enjoyed visit	17
Thank you	14
Great climbing	10
Great park	9
Beautiful	8
Keep up the good work	5
Love the park	5
Would like to return	5
Enjoy having the park close by	4
Great scenery	2
Great swimming	2
Serene	2
Other comments	24

### **Visitor Comments**

This section contains visitor responses to open-ended questions.

#### Question 16

If you were a manager planning for the future of Obed WSR what would your personal group propose?  
(Open-ended)

- A comprehensive, massive network of hiking trails and backcountry opportunities
- A little more parking near the Lilly Bridge. Easy access/conveniently located garbage cans, and maybe some trails along the roads to make walking down them safer.
- A way to get more locals involved in the park activities and park conservation. The locals need to understand how important our park is.
- Access roads in case of emergency
- Add acres to park when possible
- All motorcycled trail access
- Allow geocaches
- Are there places on the river for intro/moderate kayakers? It seems to be a bit too difficult for beginners - places to swim that are safe for kids.
- ATV trails
- Beer and music festival, more trails, what about bikes? More camping, what about Lilly? Shower house! Decent bathrooms, hand sanitizer! What about a lodge? Cabins?
- Better camping with hookups!
- Better signage
- Better signage to points of interest
- Better toilet facilities - outdoors
- Building visitor center and nice campgrounds at Lilly Bluff Overlook. Would be an excellent spot for gift shop and canoe rental. The campgrounds would stay packed and the shop would sell a lot of camping items, some food, snacks, drinks, and such would be a very good way for the park to make some money
- Campground with showers and electric
- Clean out area around the third swimming hole. To open the campsite back up at Lilly Bridge.
- Clear air, water and work with rock climbers of the area - etc. (East Tennessee Climbing Station)
- Climber coffee to promote good habits (LNT) hardware education (signs for bad bolts) and to meet the staff regularly like Joshua Tree
- Climbers would really like to see the bolting moratorium lifted; the Obed could be a world class destination with more, harder routes.
- Climbing
- Climbing gear store
- Climbing infrastructure - trails, additional development of cliff line
- Commercial white water trips overnight, backcountry camping
- Continue as is
- Continued joint efforts with ETCC. Review of bolting moratorium and expanded climbing opportunities.
- Continued maintenance of all current facilities
- Continued maintenance on climbing areas and climbing access trails!
- Continued support and working with the community. Future development of outdoor activities to help bring money to Obed communities through recreation.
- Develop fall climbing potential by lifting the bolting moratorium on sport climbing

- Don't overbuild, provide trash and recycling receptacles to promote cleanup
- Education of the waters, and what species of fish inhabit them
- Emergency station
- Finding a balance between use and conservation. Currently bolting of routes is not allowed and I believe for good reasons. Take a look at what irresponsible use has done to the Red River Gorge. Some climbers/users are responsible and are key in continuing the conservation of recreation, yet all too often many lack the education or understanding to recreate in natural areas.
- Fix the steps by the bridge emergency phone access
- Free stuff? Brochures, key rings, etc.
- Guard rails on main roads!
- I don't know, it's great maybe - more equipment for trail day
- I would propose to limit fees to the people who come from out of state and out of town. The folks from around here are poor and it is our heritage. We have history here and most of our ancestors at one time owned the land that the park service now uses.
- I would push for keeping the area clean. It's annoying to get into deep woods and find trash out there.
- Improve conservation/restoration of native flora and fauna. Expand acreage. Limit/eliminate private property holdings. Prohibit all motorized recreation. Lobby congress to relocate defense spending to national parks. Work with climber associations (access fund, SEC) to promote responsible use of public restrooms by climbers/educate climbers preserve access to climbing.
- Indian trails and history
- It's great the way it is!
- Keep as is, seems to be running good
- Keep it natural
- Keep it natural; for areas needed for population (camping, toilets) keep open and clean
- Keep it wild and scenic with few regulations. Allow bolting again on a permit basis.
- Keep park pristine and clean update restrooms (Nemo)
- Keep student/junior park rangers. They help so much!
- Keep stupid people out! Keep park beautiful. Rock climbing very important.
- Keep the environment as pristine as possible. Live LNT.
- Keep the excellent staff and maintain backcountry trails and Rock Creek Campground. Keep the rivers primitive.
- Keep up the great work
- Keep up your pride in your visitor center and your park area - both beautiful
- Lift the moratorium on bolting new sport climbing routes
- Lifting the bolting ban
- Maintain access, protect, encourage use
- Maintain Lilly Bridge as is; organize volunteer trash pickup days at Nemo and other sites; facilitate volunteer trash pick up. Maybe graffiti removal if possible.
- Maintain the park, improve restrooms, prosecute vandals
- Make trails available for handicap at least one
- Map at front of trails with breakdown of climbing routes
- Maybe add more marking on the trails
- More advertising (local)
- More campsites at Lilly Bluff and more picnic areas at bridge
- More clear/easily navigated website information
- More detailed info on all hiking trails

- More developed campsites
- More funding for trail work and a guard rail on Barnett Bridge Rd south of the bridge at the switchback
- More hiking trails
- More involved in communities of Morgan County
- More moderate trails
- More opportunities for camping
- More ranger or trained volunteer - led programs on the natural/cultural histories of the OBED and surrounding area. Increased ranger presence at park for questions.
- Mountain biking trail
- Need more awareness beyond Morgan County - increase awareness and marketing through the media, perhaps state tourism or regional NPS or something!
- Nicer toilets at Lilly Bluff. Not so tall off the ground. Uncomfortable.
- No alcohol allowed. Ranger on duty for policing and questions.
- Nothing - you guys are doing a great job
- Nothing major. Keep up the good work!
- Obed is a wonderful place. Need more publicity and promotion.
- Opening of new climbing areas. Also allowing for new route development in already established climbing areas. (Lifting the boating moratorium)
- Pre-established bear hangs for backcountry sites. See Great Smokies as example.
- Preservation of the undeveloped nature of the park. i.e. non-commercialized.
- Remove the ban on bolting or allow a few select locals bolt new routes and replace gear there is huge potential at Obed to attract people worldwide. It just has to be allowed to grow.
- Some (but not too expensive) development of other cliff lines and areas for bouldering, sport, or food climbing
- Somehow stop the trash issue, noticed a lot of alcohol containers everywhere! Riverbanks, campsites, hiking trails.
- The trails to crags (especially South Clear) could be marked better. For new people to the area it is a little confusing and leads to off-trail wandering.
- To preserve Obed WSR just the way it is. I would enforce fines on loitering. My children and I have had to pick up other people's trash near the creek (under the bridge) a few times.
- Trail maintenance
- Trails by river
- Trash cans at trailheads - I would purchase these items if made in my country - otherwise I do not
- Unknown at this time
- Varieties of programs and events
- We had no complaints. It's a beautiful area and thanks to our ranger we got to experience a lot in a short time.
- When you have exhibits - maybe have a drink - food that matches - kids love to see or try things? If you are talking about native berries - have one to taste.



**Question 25**

Is there anything else your personal group would like to tell us about your visit to Obed WSR?  
(Open-ended)

- Absolutely wonderful as always
- Activities for the junior ranger program were a bit easy for our 10-year-old granddaughter who has been earning junior ranger patches and badges for 5 years.
- All were sad to leave
- An awesome place, some of the most pristine river scenery in the country!
- Beautiful - serene
- Beautiful area. Quiet, not crowded.
- Beautiful place!
- Beautiful! We will be back.
- Better road signs. We got lost even with the map.
- Blow down trees on trails should be cleared. Rangers should remove unleashed dogs from park.
- Children and grandkids come spend time here when they get off work
- Climbers
- Cumberland trail section was poorly marked - poor condition - lots of blowdowns
- Enjoyed Lilly Bluff very much. Point trail is gorgeous! Would like more info on other trails and climbing areas.
- Enjoyed Native American talk and exhibit, like to see and hear more
- Excellent ranger - Bill knowledgeable, very informative, helpful, and friendly
- Good sport climbing and WW boating
- Great climbing! Not all climbers are as respectful for the area as others. Engage these good climbers and we can all participate in making Obed an even better place to climb. Thanks!
- Great job; keep it up
- Great park. Friendly rangers. Have thoroughly enjoyed over last seven years and will continue to visit frequently.
- Had a wonderful day. View was great for the wedding.
- I apologize for my failure to complete the remainder of this questionnaire. I find it a bit tedious. In my opinion Obed WSR is one of the most well maintained and pleasant scenic camping and recreation areas in the east TN area. As a former Boy Scout and a wilderness enthusiast both, I find the park area to be a wonderful place to both enjoy the beauty and wonders of nature, in its most pure setting that this day and age can possibly allow, and also provide a place to educate my children and show them the treasures to behold about the true wilderness. In my opinion there is nothing that needs to be changed about the wildlife/forestry departments practices and procedures in maintaining or making the Obed WSR the best it can possibly be, and the most enjoyable outdoor setting in the area!
- I appreciate the wonderful relationship between the rangers and the climbing community
- I came to say goodbye. Through my life I came here to Obed to refresh my spirit from the traumas of life. Goodbye old friend! Your memories I will carry with me. May you forever live!
- I drove from Young Harris GA to Knoxville to west up with a friend to go climbing
- I enjoy a variety of activities there - mostly hiking
- I like having Obed WSR very close to where I live
- I love the Obed! It's my second home. I'll do whatever it takes to help.
- I spent a nice day! Thank you - I think you are doing a good job.
- I used the park map to get to Lilly Bluff overlook. I almost turned around - need more signs! Was fooled by map!

- I'm glad this area is protected from recreational sprawl
- In area on business; checked on park for boy scout outdoor opportunities/activities
- In love with the place
- It was awesome! Thanks for the perfect weather and great climbing!
- It was very enjoyable
- It was wonderful! Thank you!
- Keep horses out!
- Keep up the awesome work!
- Keep up the good work
- Love being able to roam here and climb. Very fortunate to have this area close by.
- Love the bathroom facility at Lilly Bridge
- Love the climbing! Bolts are like roads, they are unfortunate but if we didn't have them no one would be here.
- Love the park. Can't wait to come back and climb in more areas.
- Love this place! Rangers here are awesome.
- Morgan County, Tennessee is our home county. There are few things we don't know or haven't seen in the Obed Wild and Scenic River Park. We love the area! I hope and pray the park will always be there! Sorry this is late; it was missing for some time.
- Nature at its best!
- No - enjoyed our visit
- Obed is a wonderful experience. Heard of recent issues with park service staff, which was concerning, but usually I have never had a problem. I try to donate and help as much as possible to make the community stronger. Thanks!
- Person (young lady) in visitor center very helpful.
- Please lift the bolting ban. We need more routes.
- Rangers we have talked with to over the years very friendly, helpful
- Relaxing afternoon - small hike/walk, thank you (America is beautiful) (Sorry about losing first study)
- Rock climbing rules! Do not get fat America!
- Tennessee rocks, thanks
- Thank you for keeping climbing sites open. We pick up trash found by others, trying to do our part in keeping it open.
- Thanks
- Thanks
- Thanks for being climber friendly!
- Thanks! It's awesome! Fun climbing and swimming!
- Thanks! There are many bad carbon - steel bolts that will need to be replaced
- The Lilly Pad is a great local business. They care about and maintain park ethics.
- The Obed is a fantastic resource. Thank you for everything!
- The Obed is excellent - keep it pristine and natural like it is!
- The Obed is my favorite place in Tennessee!
- The Obed rocks!
- The park was beautiful and the climbing was great
- The ranger at the visitor center was informative, personable, and very effective. Great information and suggestions.
- The rangers are professional and courteous and contribute immensely to the good reputation of the Obed within the outdoor community

- The staff are experts!
- This is a great place for teaching climbing. Climbing safety, etc. for scouts. Great park!
- This survey seems too extensive
- Very interesting visit
- Visiting is always good and my experiences with the rangers have always been positive
- Visitor center exhibit, was excellent
- We always enjoy the park's beautiful sites and thank you for preserving it for us, keep up the good work
- We had an awesome time. The rangers are the friendliest and most helpful ever!
- We live within one mile of the park and we like taking friends to the Obed outlook and taking pictures, the pines were especially beautiful in snow.
- We love climbing at the Obed. Thanks for making it such a wonderful place!
- We really enjoyed it - trails were maintained well
- We really enjoyed visiting the various areas of the park. Thanks so much guys!
- We very much enjoyed the visitor center's ranger. Very friendly and helpful. Loved the climbing and swimming! Absolutely beautiful area.
- We will be back for more climbing
- What a beautiful place - fantastic climbing opportunities! Thank you!
- Would have done traditional rock or sport climbing, but didn't have gear or partner. It was beautiful. I'll be coming back someday. Thanks.



## **Appendix 1: The Questionnaire**





U.S. Department of the Interior  
National Park Service  
Social Science Program  
Visitor Services Project



## Obed Wild and Scenic River Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE  
Obed Wild and Scenic River  
PO Box 429  
Wartburg, TN 37887



September 2012

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Obed Wild and Scenic River. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal mailbox.

If you have any questions, please contact Lena Le, VSP Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.




Sincerely,

*Niki Stephanie Nicholas*

Niki Stephanie Nicholas  
Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
  2. Answer the questions carefully since each question is different.
  3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.
- Like this: ● Not like this: ○   
4. Seal it in the postage-paid envelope provided.
  5. Drop it in a U.S. Postal mailbox.

**Your Visit To Obed Wild and Scenic River**

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

1. a) Prior to this visit, how did your personal group obtain information about Obed Wild and Scenic River (WSR)? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Obed WSR in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Obed WSR website: <a href="http://www.nps.gov/obed">www.nps.gov/obed</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (such as Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)
<input type="radio"/>	<input type="radio"/>	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Obed Wild and Scenic River. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take an average of 20 minutes to complete the survey associated with this collection of information. You may send comments concerning the burden estimates or any aspect of this information collection to Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email [lenale@uidaho.edu](mailto:lenale@uidaho.edu).



- d) If NO, what type of park information did your personal group need that was not available? Please be specific.

2. On this visit, how much **total** time (both on land and on the river) did your personal group spend visiting Obed WSR? Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .

Number of hours, if **less than 24 hours**

**OR**

Number of days, if **24 hours or more**

3. a) Was every member in your personal group a resident (year round or part time) of the Obed WSR **area** (within 50 miles of the park)?

☐ No ☐ Yes → **Go to Question 4**

- b) For the non-resident members in your personal group, what was the primary reason they came to the Obed WSR **area** (within 50 miles of the park) on this trip? Please mark (●) **one**.

- ☐ Visit Obed WSR
- ☐ Visit Big South Fork National River and Recreation Area
- ☐ Visit other attractions in the area
- ☐ Visit friends/relatives in the area
- ☐ Business
- ☐ Just passing through to another destination
- ☐ Other (Please specify) \_\_\_\_\_
4. For this visit, what were the reasons that your personal group chose to visit Obed WSR rather than other destinations? Please mark (●) **all** that apply.
- ☐ Area that is closest to home ☐ Hunting/fishing opportunities
- ☐ Climbing opportunities ☐ Most affordable
- ☐ Hiking opportunities ☐ Scenery
- ☐ Horseback riding opportunities ☐ Visit a national park site
- ☐ Water sport opportunities (rafting, canoeing, kayaking, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

5. a) On this trip, did your personal group stay overnight away from home inside Obed WSR or in the **area** (within 50 miles of the park)?

☐ Yes ☐ No → **Go to Question 6**

- b) If YES, please list the number of nights your personal group stayed inside Obed WSR and in the local **area** (within 50 miles of the park).

Number of nights **inside** Obed WSR \_\_\_\_\_

Number of nights in Obed WSR **area** (within 50 miles) \_\_\_\_\_

- c & d) In which type(s) of accommodations did your personal group spend the night(s) inside the park and in the local area? Please mark (●) **all** that apply.

Accommodation	c) Inside park	d) Outside park
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	<input type="radio"/>	<input type="radio"/>
RV/trailer/tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>
Personal seasonal residence	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside park \_\_\_\_\_ d) Outside park \_\_\_\_\_

6. On this trip to Obed WSR area, please mark (●) **all** other attractions in the area that your personal group visited.

☐ Visited Obed WRA only → **Go to Question 7**

☐ Big South Fork National River and Recreation Area

☐ Historic Rugby, TN

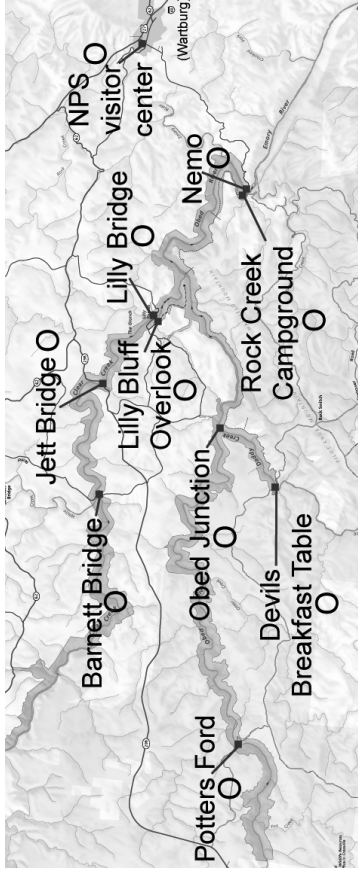
☐ Frozen Head State Park

☐ Catoosa Wildlife Management Area

☐ Cumberland Trail State Park

☐ Other (Please specify) \_\_\_\_\_

7. On this visit to Obed WSR, please mark (●) on the map below, **all** the sites within the park that your personal group visited.



8. a) During this visit to Obed WSR, did your personal group participate in any type of rock climbing activity?

☐ Yes ☐ No → **Go to Question 9**

- b) If YES, what type of rock climbing did your personal group participate in? Please mark (●) **all** that apply.

☐ Traditional rock climbing (with traditional gear)

☐ Sport climbing (bolted routes)

☐ Bouldering

☐ Scrambling without rope or gear

☐ Other (Please specify) \_\_\_\_\_

- c) Where did your personal group climb during this visit to Obed WSR? Please mark (●) **all** that apply.

☐ Lilly Boulder Field ☐ Obed Wall

☐ Lilly Bluff ☐ South Clear Creek

☐ Middle Clear Creek ☐ Y12

☐ North Clear Creek

☐ Other (Please specify) \_\_\_\_\_

9. It is the National Park Service's responsibility to protect Obed WSR natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Backcountry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developed recreation facilities (campground, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural features (such as arches, bluffs, streams)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. a) On this visit, in which activities did your personal group participate within Obed WSR? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Birdwatching/wildlife viewing/wildflower viewing
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Climbing
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Hunting/trapping
<input type="radio"/>	<input type="radio"/>	Obtaining National Park passport stamp
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Swimming
<input type="radio"/>	<input type="radio"/>	Water sports (rafting, canoeing, kayaking, etc.)
<input type="radio"/>	n/a	Other – this visit (Specify below)
n/a	<input type="radio"/>	Other – future visit (Specify below)

11. a) Please mark (●) **all** services and facilities that your personal group **used** at Obed WSR during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Services/facilities used Mark (●)	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
---	--	---

<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Campground	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper	_____	_____
<input type="radio"/> Park website: <a href="http://www.nps.gov/obed">www.nps.gov/obed</a> used before or during visit	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Toilet facilities	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

12. If you were to visit Obed WSR in the future, what additional facilities would your personal group like to have available? Please be specific.

---



---

13. If you were to visit Obed WSR in the future, what would your personal group like to have available for purchase at the visitor center bookstore? Please mark (●) all that apply.

- ☐ Nothing → **Go to Question 14**
- ☐ Additional publications (books, brochures, maps, etc.)
- List subjects that you are interested in \_\_\_\_\_
- ☐ Convenience items (disposable cameras, batteries, bottled water, etc.)
- ☐ Souvenir items (tee shirts, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

14. a) If your personal group were to visit Obed WSR in the future, please list any ranger-led programs that you would like to have available. Please be specific.

- ☐ Not interested in any program → **Go to Question 15**

- b) What length of ranger-led program would your personal group like to attend? Please mark (●) one for each program.

**b) Preferred program length**

a) Program	Under ½ hour	½-1 hour	1-2 hours	More than 2 hours
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Obed WSR during this visit? Please mark (●) one.

Very poor      Poor      Average      Good      Very good

- ☐ ☐ ☐ ☐ ☐
16. If you were a manager planning for the future of Obed WSR what would your personal group propose?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

17. For your personal group, please estimate all expenditures for the items listed below for this visit to Obed WSR and the surrounding area (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Obed WSR
- b) Please list your personal group's total expenditures in communities in the surrounding area outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Obed WSR.

Expenditures	a) Inside Obed WSR	b) In the communities within 50 miles
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, motel, rented condo/home, cabin, etc.	n/a	\$ _____
Camping fees and charges (including backcountry)	\$ _____	\$ _____
Rafting/kayaking/canoeing guide fees and rental charges	\$ _____	\$ _____
Other guide fees and charges	\$ _____	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, auto repairs, taxis, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees (other than rafting/kayaking/canoeing)	n/a	\$ _____
All other expenditures (souvenirs, books, sporting goods, donations, etc.)	\$ _____	\$ _____

- c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over) \_\_\_\_\_ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.



b) What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Youself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) What year was your first visit to the Obed WSR?	d) Number of times visited the Obed WSR up to date (including this visit)
Youself				
Member #2				
Member #3				
Member #4				
Member #5				
Member #6				
Member #7				

24. For you only, what is your gender?

☐ Male

☐ Female

25. Is there anything else your personal group would like to tell us about your visit to Obed WSR?

Thank you for your help! Please seal the questionnaire in the non-stamped envelope provided and drop it in any U.S. Postal mailbox.

Printed on recycled paper

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID

POSTAGE WILL BE PAID BY ADDRESSEE

VISITOR SERVICES PROJECT  
PARK STUDIES UNIT  
COLLEGE OF NATURAL RESOURCES  
UNIVERSITY OF IDAHO  
875 PERIMETER DRIVE  
MOSCOW ID 83843-9960

## **Appendix 2: Decision Rules for Checking Non-response Bias**

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and Nonrespondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variables: group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and the proximity of the visitor's place of residence to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and Nonrespondents. If the p-value is greater than 0.05, the difference between respondents and Nonrespondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and Nonrespondent's average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and Nonrespondents are not significantly different in terms of proximity from their home to the park
3. Respondents and Nonrespondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of Nonrespondents = 0
5. Average group size of respondents – average group size of Nonrespondents = 0

As shown in Tables 3 to 6, the p-values for respondent/Nonrespondent comparisons for average age, group size, and group type are less than 0.05, indicating significant differences between respondents and Nonrespondents. Respondents at younger age range (less than 45 years old), and visitors who traveled alone appear to be less responsive to the survey. Due to these differences the results of the survey may have some nonresponse bias and need to be interpreted with caution.

## References

- Dey, E. L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman, D. A. (2007). *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2<sup>nd</sup> Edition, New York: John Wiley and Sons, Inc.
- Dillman, D. A. and Carley-Baxter, L. R. (2000). *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer, C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967). A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Nonrespondents. *Field Methods*, 16 (1): 23.







The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 179/121584, July 2013

**National Park Service**  
**U.S. Department of the Interior**



---

**Natural Resource Stewardship and Science**  
**1201 Oakridge Drive, Suite 150**  
**Fort Collins, CO 80525**

[www.nature.nps.gov](http://www.nature.nps.gov)

**EXPERIENCE YOUR AMERICA™**